CANADA MORTGAGE AND HOUSING CORPORATION

CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A LOOK AT TOMORROW'S CUSTOMERS TODAY

NATIONAL REVIEW

CMHC SCHL
Canada

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CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A look at tomorrow's customers.... today

National Review

December 1998

Canada Mortgage and Housing Corporation

Reports on *Consumer Intentions to Buy or Renovate a Home* in 1998 are available for Vancouver, Calgary, Toronto, Montréal and Halifax.

For information on the reports or how to order any number of them contact CMHC by:

1. Sending an e-mail to intention@cmhc-schl.gc.ca
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Home Purchase Intentions: Summary and Highlights

Overall Intentions to Buy a Home

Overall, one in ten households surveyed in Halifax, Montréal, Toronto, Calgary and Vancouver expressed an intention to buy a home in the next year. This represents almost 400,000 out of the total population of 4 million households in these five centres. While this number is not a projection of home sales in the next year - not all intentions will translate into actual purchases - the estimates for the five centres provide very accurate indications of the size of the market that is actively engaged in the process of looking for and purchasing a home.

We have defined well over half (59%) of the potential buyers as being *ready to buy* now. These prospective buyers have strong intentions to buy, having expressed a high probability of purchasing in the next year coupled with active search behaviours such as consulting a lender, realtor or builder. Other potential buyers - those defined as *looking to buy* - have expressed intentions that are not quite as strong or have engaged in fewer active search behaviours. Among the households expressing intentions to buy a home, Calgary (65%) and Toronto (61%) have the highest proportions who are ready to buy. Montréal (51%) has the lowest.

The overall proportion of home purchase intenders is highest in Calgary (13%) and Toronto (12%). Halifax and Vancouver are at the national average (10%), while Montréal (7%) has relatively fewer intenders. In terms of the numbers of potential buyers, Toronto and Montréal have the most with 171,000 and 96,000 households, respectively. For the other centres the corresponding numbers are 73,000 for Vancouver, 39,000 for Calgary and 12,000 for Halifax.

Characteristics of the Home Purchase Intenders

Renters are the most likely home buyers. Across all five markets, 64% of households expressing an intention to buy a home currently rent their dwelling. Montréal (68%) and Toronto (67%) have the highest proportions of prospective buyers who are renters. Calgary and Halifax (61% each) have the lowest. Renters are over twice as likely as owners to be ready to buy now: 9% of renters are ready to buy now compared to 4% of owners. Most renters intending to buy a home are young: 78% are under 45 years of age, including 27% who are under 30.

Most prospective home buyers are middle income households. Across the five centres, 53% of intenders have total annual household incomes in the $40,000 to $80,000 range. Just under one quarter (22%) have incomes over $80,000. Toronto (26%), Calgary (25%) and Vancouver (23%) have the most upper income buyers. Montréal has the highest proportion of prospective buyers (31%) with household incomes under $40,000.

Most home purchase intenders are younger and smaller households without children. A majority of potential buyers (52%) have only one or two people in the household (21% are singles and 31% are couples). Most intenders (59%) do not have children in the

household; these households are in all age groups. Buyers in Montréal are the most likely to have children (49%). Fewer buyers in Vancouver (37%) and Calgary (39%) have children.

Almost half of prospective buyers (49%) are in their thirties and early forties. Among the potential buyers with children, 62% are aged 30 to 44. Across the five centres, 21% of buyers are under 30, 22% are aged 45 to 59, and 8% are aged 60 and over.

Factors influencing the decision to buy a home

A majority of respondents who did not express an intention to buy a home in the next year would reconsider if certain conditions improved: 37% would reconsider if their financial or employment situation improved; and 5% would reconsider if they found the right home in a suitable location. Among those who are intending to buy a home, 31% would delay their purchase with a negative change in their financial or employment situation. Few (10%) expect to delay their purchase because they cannot find the right home.

Preferences and expectations about the type of home to be purchased

Prices that buyers expect to pay for their next home vary widely by market. Average expected prices are $149,000 in Halifax, $150,000 in Montréal, $221,000 in Toronto, $180,000 in Calgary and $272,000 in Vancouver. The overall average house price that intenders expect to pay across the five markets is $198,000. The median price is $160,000. Montréal (68%) and Halifax (68%) are the only markets where most buyers expect to pay $150,000 or less. In Toronto (18%) and Vancouver (12%), few buyers expect to pay less than $150,000.

Most buyers (52%) are looking to move up in the market. Younger families are the market segment most likely to want to move up. Two-thirds (67%) of move-up buyers have children and 58% are in the 30 - 44 age group. Two-thirds (67%) of buyers who expect to pay the same or less for their next home do not have children.

Like expected house prices, the average size of home that buyers expect to purchase varies widely by market. Among those buyers who specified a house size preference, 43% in Montréal and Vancouver are looking for homes of 2,000 sq. ft. and more. This compares with 29% in Halifax, 21% in Calgary and just 11% in Toronto who are looking for large homes over 2,000 sq. ft. A majority of buyers in Toronto (70%), Calgary (63%), and Halifax (51%) are looking for smaller and medium-sized homes of up to 1,600 sq. ft.

Three-quarters of prospective buyers (77%) prefer single family homes: 44% prefer existing singles and 33% prefer new singles. Demand for new singles is highest in Halifax (39%) and Calgary (35%). Demand for existing singles is highest in Montréal (52%). Demand for condominiums is much higher in Vancouver, with 19% of intenders expressing a preference for condos. Demand for condos is relatively constant across the other markets (between 10% and 13%).

Toronto and Calgary will be the most active home buying markets in the next year

Across the five major markets surveyed, one in ten households expressed an intention to buy a home in the next year. This represents a total of approximately 391,000 households. These numbers are not a projection of sales. Instead they provide an accurate indication of the size of the market that is actively engaged in the process of looking for and buying a home.

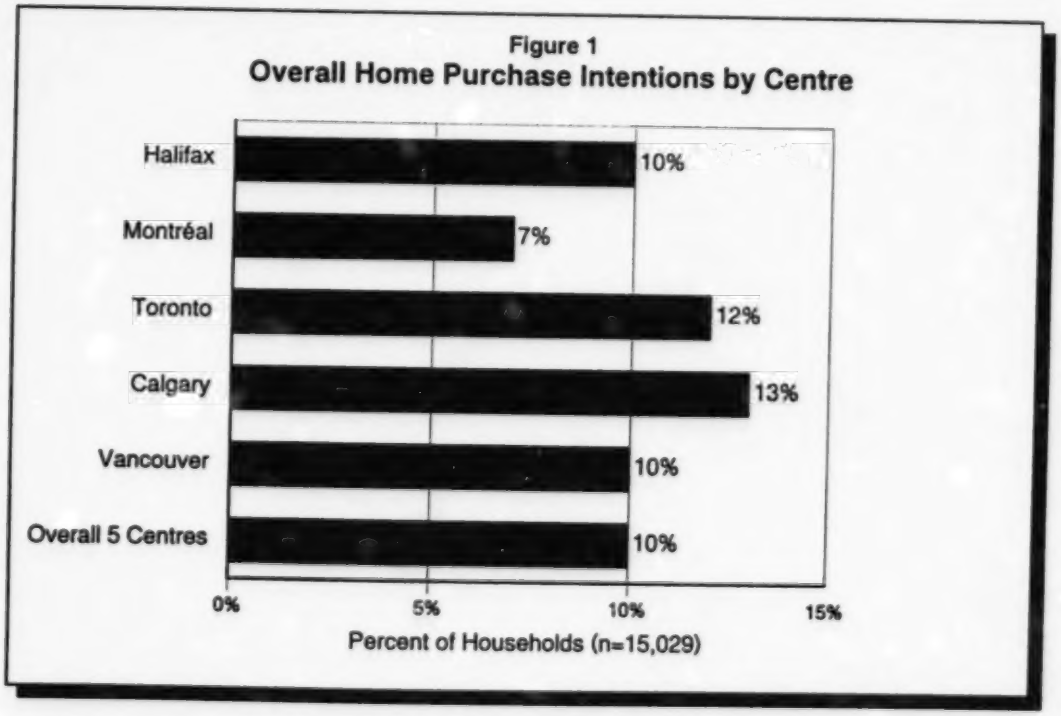
- 12,000 households in Halifax; 96,000 in Montréal; 171,000 in Toronto; 39,000 in Calgary; and, 73,000 in Vancouver.

Calgary and Toronto will be the most active markets, with 13% and 12% of households, respectively, intending to buy a home.

Vancouver and Halifax will also be active markets, with 10% of households intending to buy a home.

Montréal, while having proportionately fewer buyers than other markets (7%), is still likely to have an active housing market.

Figure 1
Overall Home Purchase Intentions by Centre



A majority of prospective home buyers are ready to buy now

Among the households in the five markets expressing an intention to buy a home in the next year, 59% are *ready to buy* now. The other 41% are *looking to buy* sometime in the next 12 months.

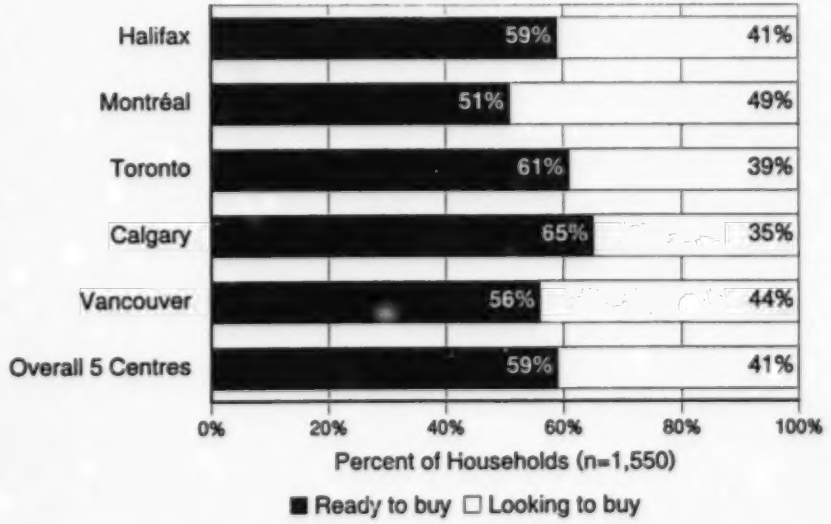
For all five markets a total of 227,000 households are *ready to buy* a home now.

- 7,000 in Halifax; 50,000 in Montréal; 104,000 in Toronto; 25,000 in Calgary; and, 41,000 in Vancouver.

A majority of intenders in all five markets are ready to buy now.

- Calgary (65%) and Toronto (61%) have a slightly higher proportion of intenders who are ready to buy now.
- Most prospective buyers in Halifax (59%), Vancouver (56%) and Montréal (51%) are also ready to buy now.

Figure 2
Strength of Home Purchase Intentions by Centre

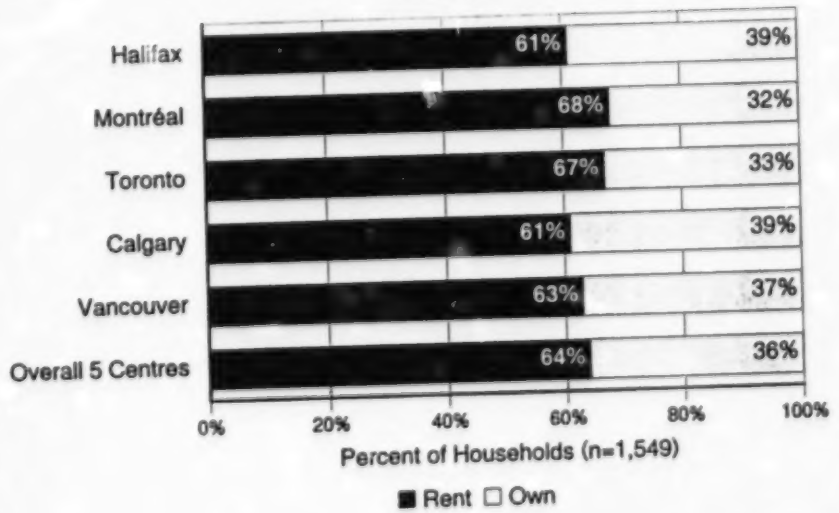


Renters represent the majority of home purchase intenders in all five housing markets

Renters are the most likely home buyers. Across all five markets, 64% of the households expressing an intention to buy a home currently rent their dwelling.

- Over 60% of prospective buyers in every market currently rent their dwelling - from 61% in Calgary to 68% in Montréal.
- Across all five markets, 16% of renters expressed an intention to buy a home in the next year compared to 6% of current homeowners.
- Renters are over twice as likely as owners to be ready to buy now: 9% of renters are ready to buy now compared to 4% of owners.
- Most renters intending to buy a home are young: 78% are under 45 years of age, including 27% who are under 30.

Figure 3
Current Tenure of Households Intending to Buy a Home



Most prospective home buyers are middle income households

Across the five centres, over half (53%) of prospective buyers have total annual household incomes in the $40,000 to $80,000 range.

- 32% of buyers have incomes of $40,000 to $60,000; 21% have incomes of $60,000 to $80,000.
- Halifax (59%) and Vancouver (55%) have the highest proportion of buyers in the 40,000 to $80,000 income range.

One-quarter (25%) of all home buyers are households with modest incomes of $40,000 or less.

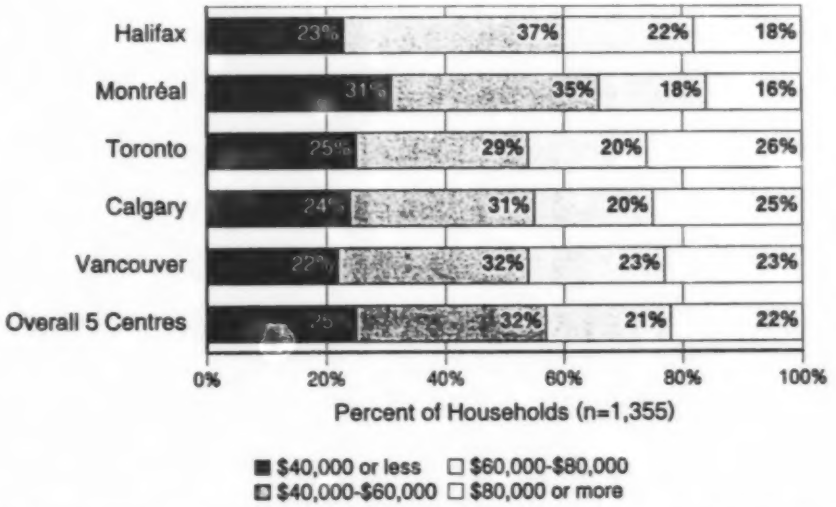
- Montréal (31%) has the highest proportion of lower income home buyers. Vancouver (22%) has the lowest.

Overall, 22% of households intending to buy a home have incomes of $80,000 and higher.

- Toronto (26%) and Calgary (25%) have the highest proportion of buyers in the higher income range of $80,000 and over.

Figure 4

Total Income of Households Intending to Buy a Home



Most prospective home buyers are smaller households who tend to be younger and without children

A majority (52%) of households intending to buy a home have only one or two people.

- 21% are single people and 31% are couples.

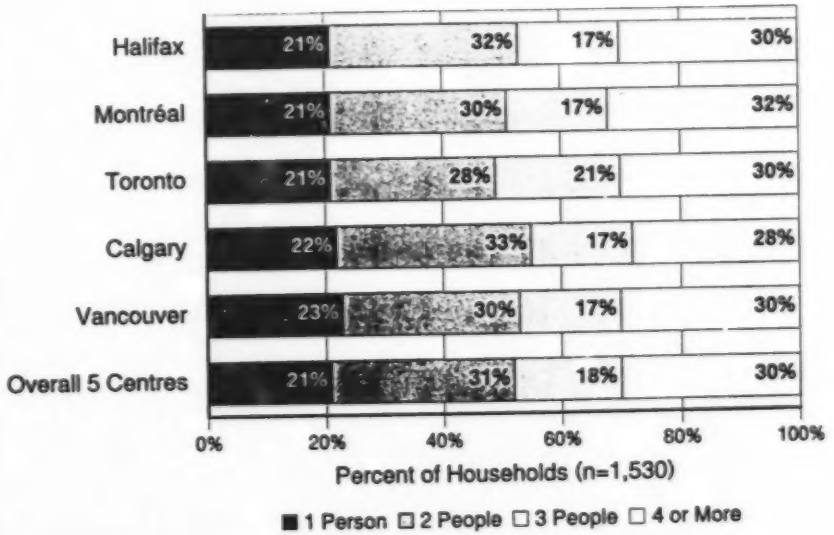
Consistent with the number of single people and couples who intend to buy, most prospective buyers do not have children (see Figure 6) and tend to be younger (see Figure 7).

Slightly fewer than one-third (30%) of prospective buyers are families with four or more people.

- Montréal has a slightly higher proportion of larger households intending to buy a home.
- Calgary has a slightly higher proportion of smaller households and fewer larger households intending to buy a home.

Figure 5

Size of Households Intending to Buy a Home



Most households intending to buy a home do not have children

For all five centres, 59% of households intending to buy a home do not have children and 41% are families with children.

- Buyers in Montréal (49%) are the most likely to have children in the household.
- Buyers in Vancouver (37%) and Calgary (39%) are the least likely to have children.

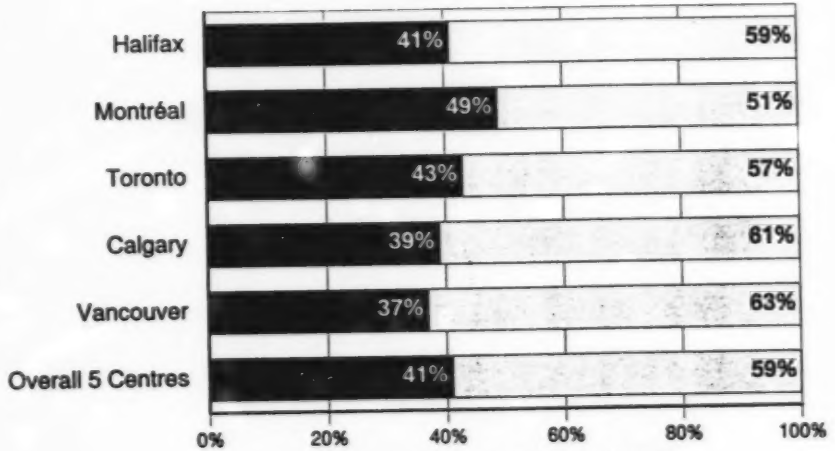
Most home buyers with children are in their thirties and early forties.

- 62% of respondents with children intending to buy are aged 30 - 44, 16% are under 30, and 22% are aged 45 - 59.

Home buyers without children are in all age groups.

- 25% are under 30; 40% are 30 - 44; 21% are 45 - 59; and 14% are aged 60 and over.

Figure 6
Intentions of Families with Children



Half of home buyers are in their thirties and early forties

Overall, about half of prospective home buyers (49%) in the five centres are in their thirties and early forties. The proportion of buyers in this key age group is similar for all five markets.

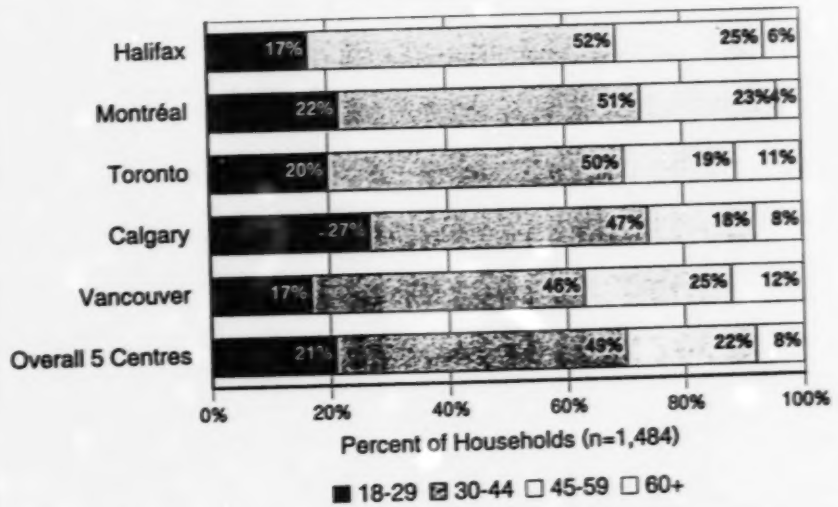
Approximately one in five buyers (21%) are under thirty.

- Calgary has the highest proportion of buyers (27%) in the under thirty age group.
- Halifax (17%) and Vancouver (17%) have the fewest buyers who are under thirty.

Approximately one in three buyers (30%) are 50 or older.

- Vancouver (25%) and Halifax (25%) have the highest proportion of buyers in the 45 - 59 age group.
- Vancouver (12%) and Toronto (11%) have the highest proportion of buyers who are aged 60 and over.

Figure 7
Intentions to Buy a Home by Respondent Age



The intentions of many home buyers could be delayed by a change in their household's financial or job situation

One-third (31%) of prospective buyers would delay their purchase with a negative change in their financial or job situation.

- Buyers in Toronto (37%) and Calgary (37%) are the most sensitive to changes in their household financial or job situation.
- Buyers in Vancouver (24%) are the least likely to delay a purchase because of a change in their financial or job status.

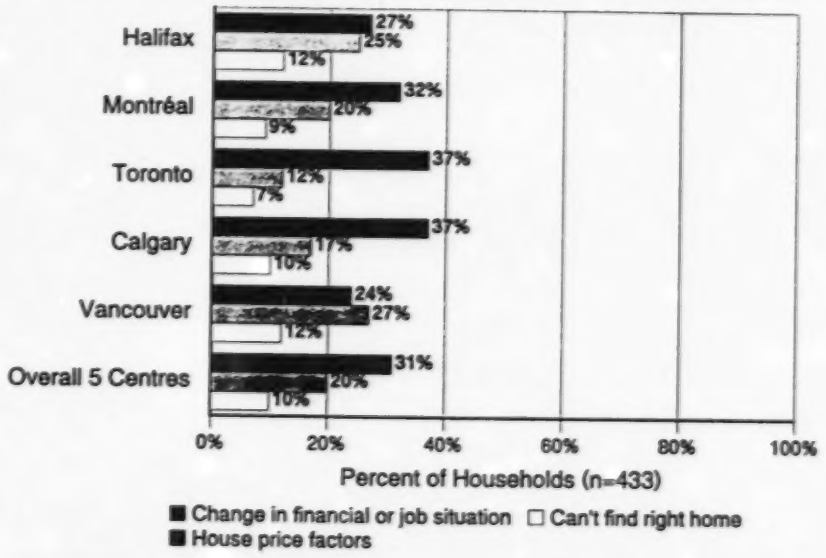
One in five prospective buyers (20%) said that negative house prices would cause them to delay their planned purchase.

- 12% are most concerned about the possibility of getting a poor price for their current dwelling.
- 8% are most concerned about house prices being too high).
- Buyers in Vancouver (27%) and Halifax (25%) are most concerned about house price factors.
- In Montréal 20% are concerned about getting a low price for their current home. None are concerned about high house prices.

Few buyers (10%) are concerned about not being able to find the right home.

Figure 8

Main Reasons for Delaying a Home Purchase



Most non-intenders would consider buying a home under the right financial circumstances

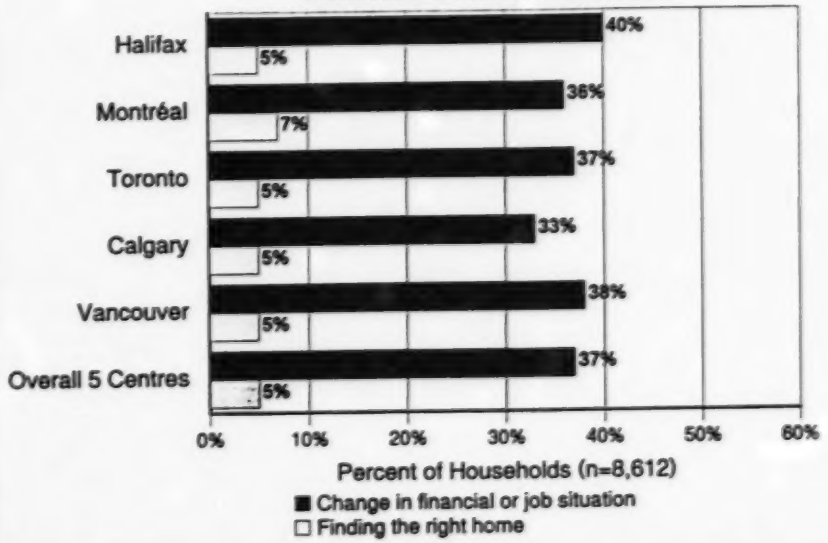
All survey respondents who did not express an intention to buy a home within the next year were asked if there were any circumstances under which they would consider a home purchase. A majority of these non-intenders indicated that they would change their mind and consider a home purchase if one or more changes occurred.

- 37% of non-intenders who would reconsider their decision to buy a home said an improvement in their financial or employment situation would be the key.
- 5% of those who would reconsider said finding the right home in a suitable location would be the key factor.

A large proportion of all non-intender households (38%) would never consider moving again because they are satisfied with their current home.

Figure 9

Changes That Would Make Non-intenders Consider a Home Purchase



Halifax and Montréal are the only markets where a majority of buyers expect to pay under $150,000

The overall average house price that intenders expect to pay across the five markets is $198,000. The median price is $160,000.

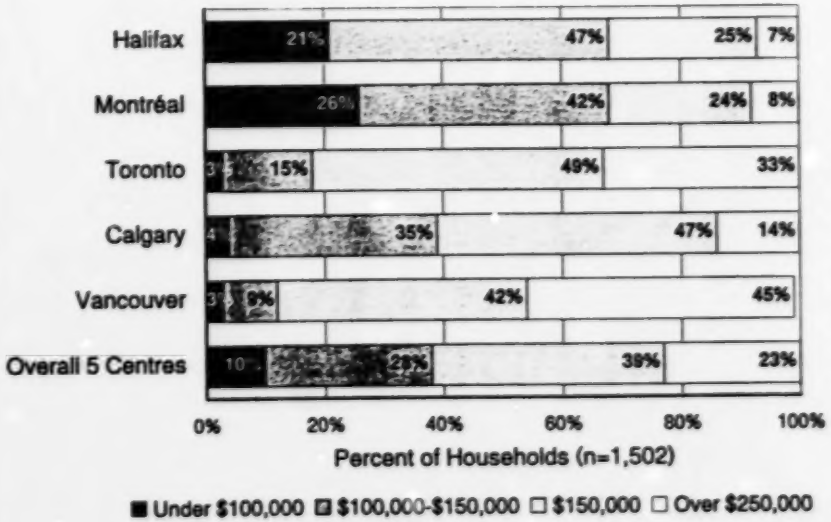
The prices that buyers expect to pay for their next home vary widely according to the strength of the market. Average expected prices by market are as follows:

- Halifax - $149,000; Montréal - $150,000; Toronto - $221,000; Calgary - $180,000; Vancouver - $272,000.

Montréal (68%) and Halifax (68%) are the only markets where most buyers expect to pay $150,000 or less. In Toronto (18%) and Vancouver (12%), few buyers expect to pay less than $150,000.

Almost half of the buyers in Vancouver (45%) and one-third of the buyers in Calgary (33%) expect to pay more than $250,000.

Figure 10
Expected Purchase Price of Next Home



Most current homeowners, especially families with children, are looking to move up in the housing market

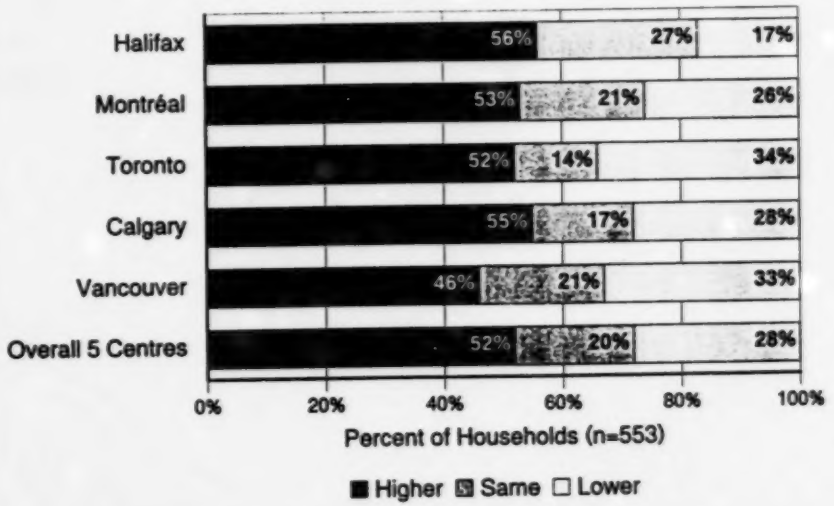
Over half (52%) of current homeowners who intend to buy a home expect to be move-up buyers, paying more for their next home than they paid for their current home. Of the rest, 28% will be move-down buyers and 20 % expect to pay about the same price.

- Halifax (56%) and Calgary (55%) have the highest proportion of move-up buyers.
- Toronto (34%) and Vancouver (33%) have more move-down buyers.

Younger families with children are the primary move-up market segment.

- 67% of move-up buyers have children.
- 58% of move-up buyers are in the 30 - 44 age group.
- 67% of move-down buyers and those who expect to pay the same for their next home do not have children.

Figure 11
Expected Purchase Price Compared to Price of Current Home



Larger homes of 2,000 sq. ft. and more are the most popular in Vancouver and Montréal

In Montréal (43%) and Vancouver (43%), larger homes of 2,000 sq. ft. or more are the most popular with households intending to buy a home. In Toronto, just 11% of intenders are looking at these larger homes. Across the five centres ...

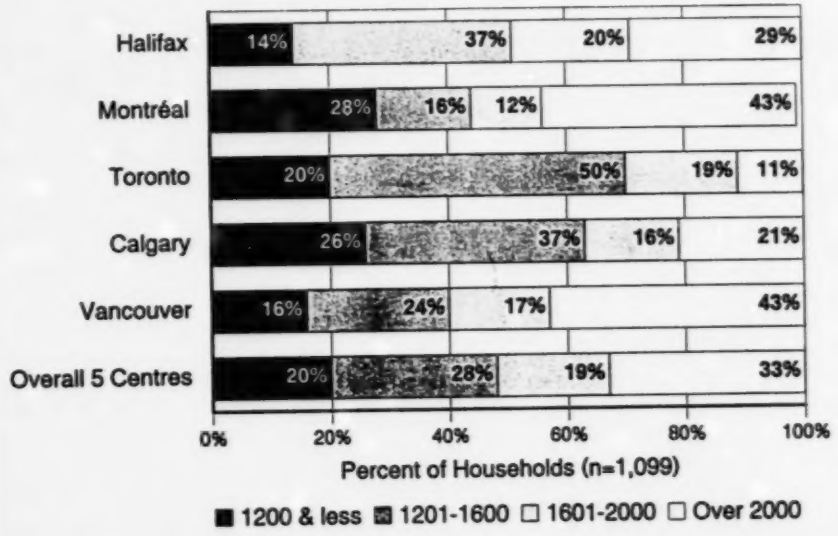
- 68% of households looking at these larger homes are move-up buyers.
- 54% are in the 30 - 44 age group.
- 51% are families with children.

Mid-sized homes in the 1,200 to 1,600 sq. ft. range are the most popular in Toronto (50%), Halifax (37%) and Calgary (37%).

The smallest homes under 1,200 sq. ft. are more popular in Montréal (28%) and Calgary (26%).

- Almost half (48%) of buyers looking for these smaller homes are move-down buyers.

Figure 12
Expected Size of Home (sq. ft.)



Single family homes, both new and existing, are the first choice of over three-quarters of home buyers

Across all centres, 77% of prospective buyers prefer single family homes.

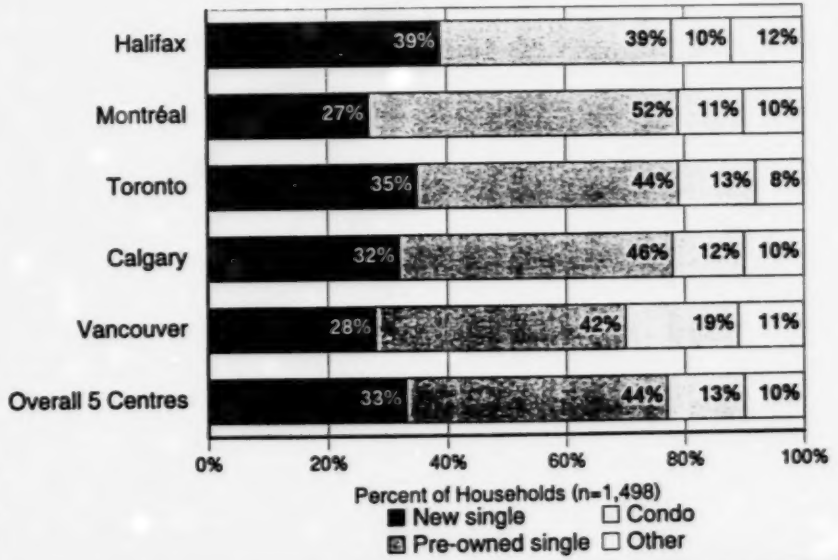
- 44% prefer existing singles.
- 33% prefer new singles.

Demand for new singles is highest in Halifax (39%) and Calgary (35%). Demand for existing singles is highest in Montréal (52%).

Demand for condominiums is much higher in Vancouver, with 19% of intenders expressing a preference for condos. Demand for condos is relatively constant across the other markets.

Of the 44% of intenders who say their first choice is a pre-owned single, 29% prefer newer homes under 20 years old and 15% prefer older homes over 20 years old.

Figure 13
House Type Preferences



Most people intending to buy a home engage in active search behaviours

Most survey respondents who expressed an intention to buy a home are spending their time and resources in their search for a home.

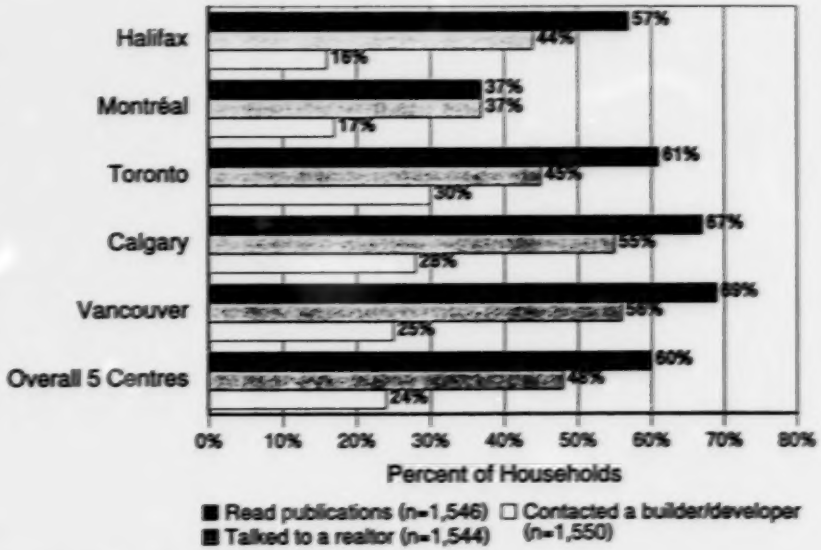
- 60% have read publications about homes and home buying.
- 48% have talked to a realtor.
- 24% have contacted a builder or a developer (this represents about two-thirds of buyers who are interested in a new home).

Prospective buyers in Vancouver and Calgary are the most likely to be active in their search for a home.

- Over two-thirds of intenders in Vancouver and Calgary have read publications.
- Well over half of intenders in Vancouver and Calgary have talked to a realtor.

Prospective buyers in Montréal are less likely to consult external sources in their search for a home.

Figure 14
Home Search Behaviour



Over half of prospective buyers who are ready to buy have consulted a financial institution

Overall, 40% of prospective home buyers have talked to a financial institution at this stage in their search for a home. The proportion increases to 56% of prospective buyers who are "ready to buy."

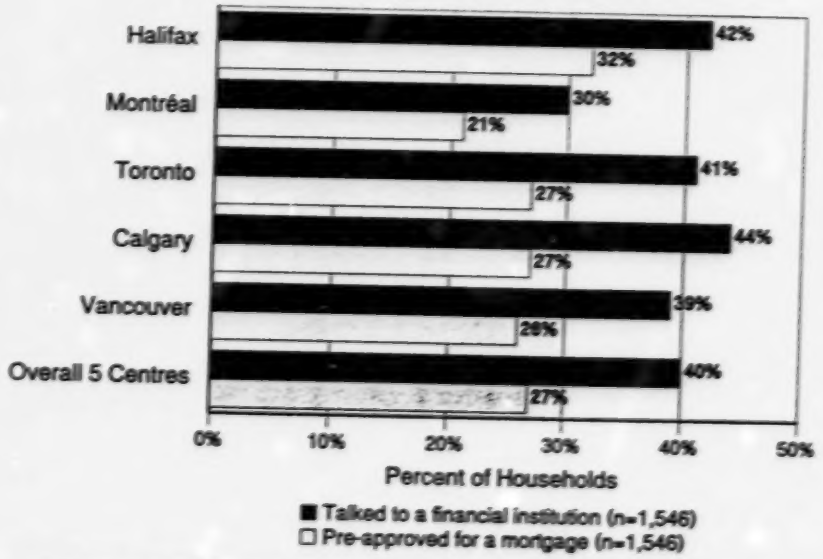
- The proportion who have talked to a financial institution varies from as many as 44% in Calgary to as few as 30% in Montréal.

Younger buyers, who usually have less money for a down payment (either cash or equity in a current home), are more likely to have consulted a financial institution.

- Among younger buyers, 46% of those aged 18 - 29 and 44% of those aged 30 - 44 have talked to a financial institution.
- Among older buyers, 33% of those aged 45 - 59 and 23% of those aged 60 and over have talked to a financial institution.

Just over one-quarter (27%) of households expressing an intention to buy have been pre-approved for a mortgage. Among those who have consulted a financial institution, 67% have been pre-approved for a mortgage.

Figure 15
Financial Preparation



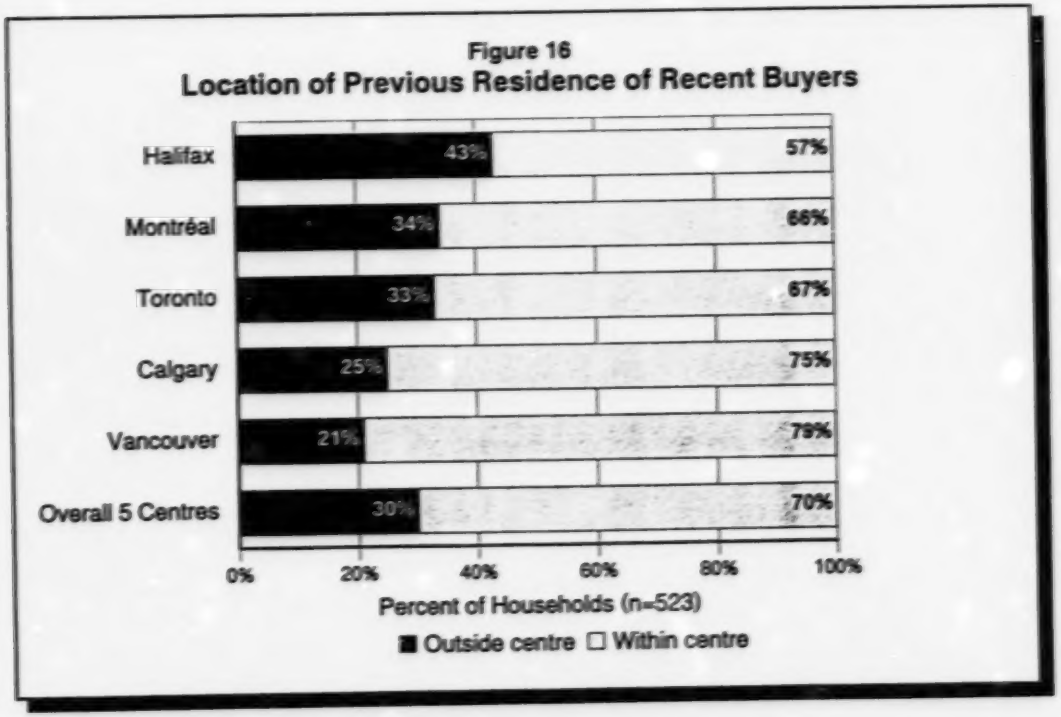
Almost one-third of all recent home buyers have moved from outside the centre of their current residence

Among survey respondents who bought a home in the last year, 30% moved from outside the centre where they now live and 70% bought a home in the same centre. The proportions vary widely by centre.

- Halifax has the highest proportion of outside migration: 43% of recent buyers moved from somewhere else.
- About one-third of recent buyers in Montréal (34%) and Toronto (33%) moved from another centre.
- Migration from other centres is relatively lower in Calgary (25%) and Vancouver (21%).

Figure 16

Location of Previous Residence of Recent Buyers



Home Renovation Intentions: Summary and Highlights

Overall Intentions to Renovate a Home

Overall, 44% of homeowners in the five centres surveyed expressed an intention to renovate their home in the next year. We have defined about a third (34%) of these homeowners - or 15% of all homeowners - as having strong intentions to renovate because they plan to renovate in the next six months and they have engaged in some pre-renovation activities such as talking to a contractor or a building materials supplier. Another one-third (34%) are defined as having moderate intentions because they plan to renovate in the next 12 months and have engaged in some pre-renovation activities. The other one-third of "potential" renovators expressed an intention to renovate but have not yet acted upon their intentions.

Halifax has proportionately more homeowners who are planning to renovate (54%) than any other major market in the survey. Toronto (46%) and Calgary (43%) also have high proportions of homeowners planning to renovate. Montréal (36%) and Vancouver (39%) have relatively fewer.

Characteristics of Households Intending to Renovate

Nationally, renovation intentions increase with household income. Among those planning to renovate, 43% of households with incomes of $80,000 or higher expressed strong intentions to renovate compared to 35% for households with incomes of $40,000 - $80,000 and 25% for those with incomes under $40,000. Higher income households are more likely to renovate in Toronto and Vancouver where 42% and 38%, respectively, of households planning to renovate have incomes of $80,000 and higher. In all centres except Toronto, a majority of households have incomes between $40,000 and $80,000.

Households with children are much more likely to renovate in the next year than those without children. While about one-third of households in the five centres have children, almost one half (48%) of those planning to renovate have children. Similarly, larger households form the majority of renovation intenders and have slightly stronger intentions to renovate. Nationally, 62% of households intending to renovate have three or more people in the household. Most of the renovation intenders (41%) have four or more people in the household.

Younger families are the largest market segment planning to renovate. Over half of the respondents (52%) planning to renovate are under 45 years of age and most of these (45%) are in the 30 - 44 age group. Overall, almost one-third (32%) of all households planning to renovate are between the ages of 30 and 44 and have children.

Factors Influencing the decision to renovate

Overall, more than half (53%) of homeowners not planning to renovate in the next year said they would reconsider their decision under the right circumstances. The reasons given most frequently for reconsidering are a change in the household's financial situation (15%) and deterioration or physical damage to the existing home (21%). The 47% of homeowners who said they would not consider renovating are satisfied with their current homes.

Renovation Projects Planned

Almost half of renovation intenders (46%) are planning two or more renovation projects in the next year. Over half (53%) will do simple interior decoration projects including painting and wallpapering. These projects represent just under a third of all the renovation projects planned by homeowners. Over half of homeowners (54%) are also planning more extensive types of renovation projects including bathrooms (14%), kitchens (11%), rec room additions or conversions (10%), exterior construction and repairs (10%), and windows and doors (9%).

Hiring Contractors and Do-it-yourself

Almost half of homeowners planning to renovate (48%) are do-it-yourselfers and will do the work entirely on their own. Including the 19% who plan to do the work with a combination of their own labour and some contracted help, 67% of homeowners will participate directly in their renovation project. Do-it-yourself planning decreases only for very high income households. For those with incomes over $100,000, 29% will do the renovation work themselves. At incomes under $100,000, close to half will be do-it-yourselfers.

Over half (52%) of the homeowners planning to renovate will contract for all or some of the work. Overall, almost one-quarter (24%) will hire professional renovators including general contractors (12%) and skilled trades (12%). Except for simple decorating projects, about two-thirds of homeowners will hire some type of outside help to complete their renovation projects. Homeowners are least likely to attempt flooring (29%) and kitchen renovation projects (32%) on their own.

Planned Expenditures on Renovation

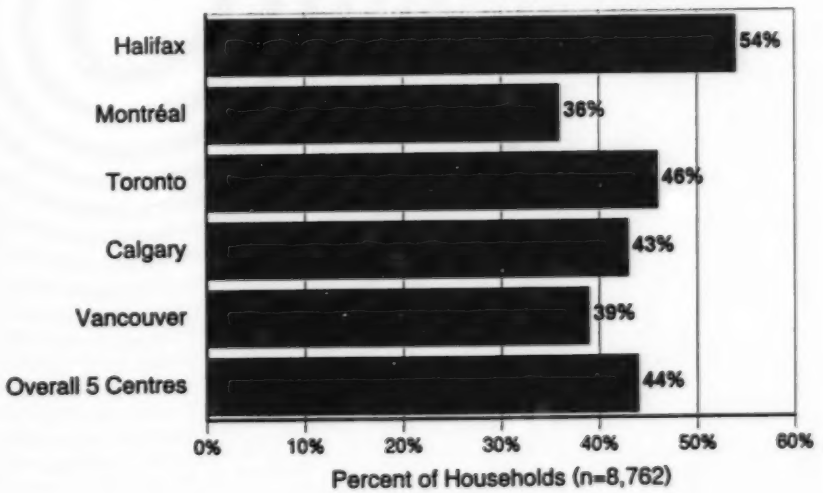
Nationally, renovation intenders expect to spend an average of $5,800 in the next year. Median expenditures will be $2,000 (i.e. half will spend more than $2,000 and half will spend less than $2,000). About one-quarter (26%) plan to spend less than $500. Another quarter (26%) plan to spend more than $5,000. Homeowners in Toronto, Vancouver and Calgary will spend the most on renovations. The highest spending will be on kitchen renovations, bathroom renovations, and additions and conversions, for which 60%, 38%, and 55% of homeowners, respectively, will spend more than $5,000. Homeowners are much more likely to hire professional contractors as the cost of renovations increase. For projects costing $5,000 and more, 27% of homeowners plan to hire a general contractor and 13% plan to hire skilled trades.

Halifax, Toronto and Calgary will be the most active renovation markets in the next year

Across the country in the five centres, large numbers of homeowners are planning renovations in the next year. Overall, almost half of the homeowners in the survey (44%) said they plan to renovate in the next year.

- Halifax has proportionately more homeowners who are planning to renovate - 54% - than any other major market in the survey.
- Toronto (46%) and Calgary (43%) also have high proportions of homeowners planning to renovate.
- Although relatively fewer households plan to renovate in Vancouver (39%) and Montréal (36%), these proportions represent large numbers of households.

Figure 17
Overall Renovation Intentions by Centre

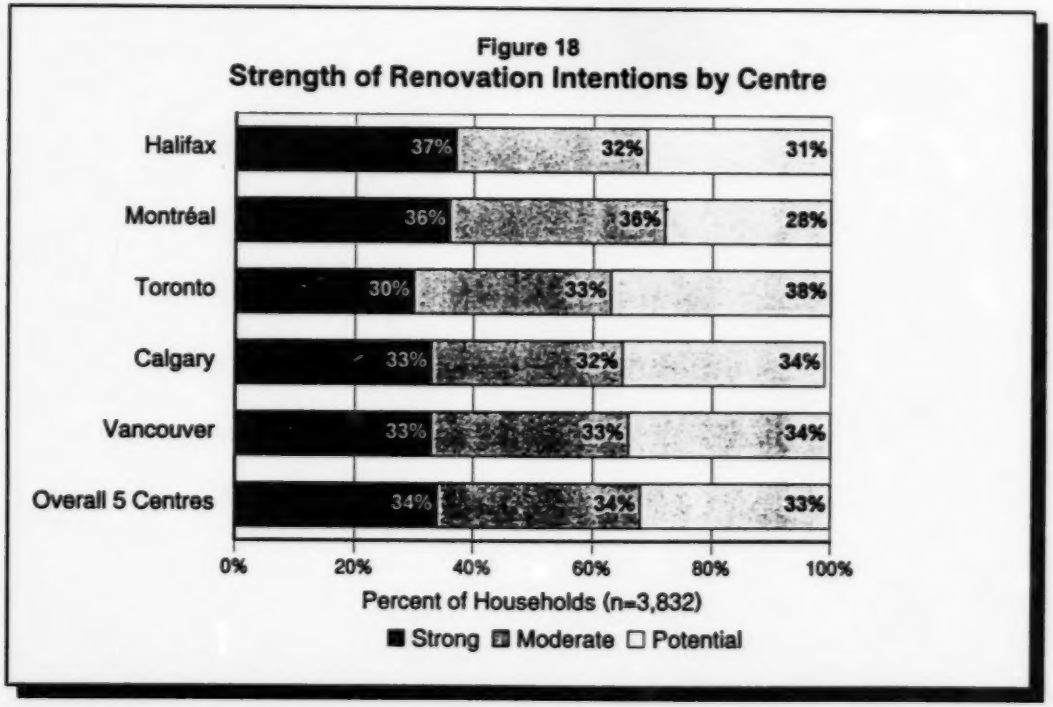


Renovation intentions are strongest in Montréal and Halifax

Among the homeowners planning to renovate their homes in the next year, approximately one-third (34%) expressed strong intentions. These households plan to renovate in the next six months and have engaged in some pre-renovation activities (such as talking to a contractor or a building materials supplier). We have rated another one-third as having moderate intentions because they plan to renovate in the next 12 months and have engaged in some pre-renovation activities. The other one-third of "potential" renovators expressed an intention to renovate but have not yet acted upon their intentions. (The detailed definitions of these renovation intention categories are presented in Appendix 2.)

- The highest proportion of "strong" renovation intenders are in Halifax (37%) and Montréal (36%).
- In every centre, close to two-thirds or more of homeowners expressing intentions to renovate have engaged in pre-renovation behaviours that are important preparation for the work.

Figure 18
Strength of Renovation Intentions by Centre



Higher income households are the most likely to renovate in Toronto and Vancouver

The income profile of households intending to renovate varies widely by centre. In Toronto and Vancouver, higher income households are more likely to renovate . In other centres it is middle income households that are most likely to renovate.

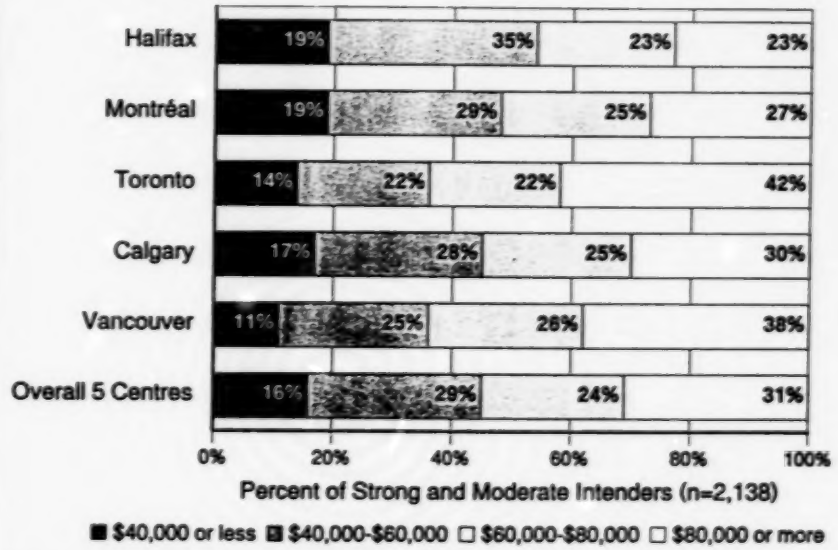
- 42% of Toronto households and 38% of Vancouver households planning to renovate have incomes of $80,000 or higher.
- In all centres except Toronto, a majority of households have incomes between $40,000 and $80,000.

Nationally, the strength of intentions to renovate increases with household income.

- 89% of households with incomes of $80,000 or higher expressed strong or moderate intentions to renovate. This compares to 78% for households with incomes of $60,000 - $80,000 and 72% for those with incomes under $60,000.
- 43% of households with incomes of $80,000 or higher expressed strong intentions to renovate. This compares to 37% for households with incomes of $60,000 - $80,000, 34% for those in the $40,000 - $60,000 income range, and 25% for those with incomes under $40,000.

Figure 19

Intentions to Renovate by Total Household Income

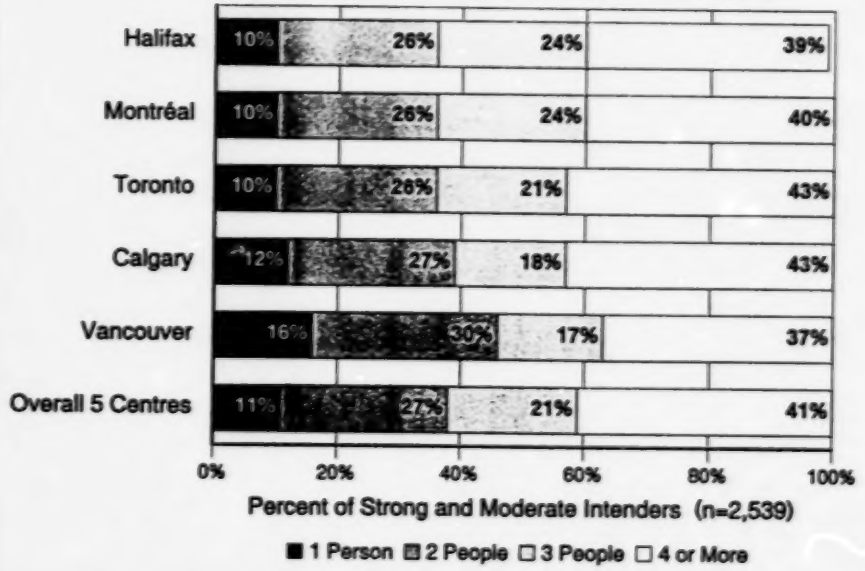


Larger households are the most likely to plan renovations

Larger households form the majority of renovation intenders and have slightly stronger intentions to renovate. Nationally, almost two-thirds (62%) of households planning to renovate have three or more people in the household. Most of the renovation intenders (41%) have four or more people in the household.

- Montréal (64%), Toronto (64%) and Halifax (63%) are more likely to have households with three or more people planning to renovate.
- Vancouver is the most likely to have single people (16%) and couples (30%) planning to renovate.

Figure 20
Size of Households Intending to Renovate



Households with children are much more likely to be planning renovations

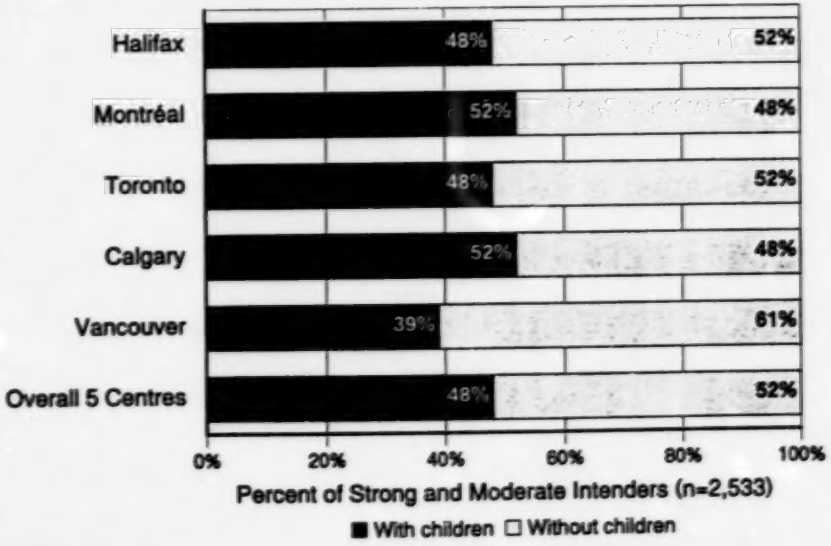
Households with children are much more likely to renovate in the next year than households without children.

- Across the five centres, approximately one-third of households (34%) have children. This varies from 30% in Vancouver to 36% in Toronto and Calgary.
- While 34% of households have children, 48% of those planning to renovate have children.

Families in Montréal and Calgary are more likely to be planning renovations in the next year.

- A majority of households planning renovations in Montréal (52%) and Calgary (52%) have children.
- Almost half of the renovators in Halifax (48%) and Toronto (48%) have children.
- In Vancouver, the proportions of households planning to renovate that have children (39%) is closer to the proportion of households with children in the general population (30%) than in the other centres.

Figure 21
Renovation Intentions of Families with Children



Younger families are the largest market segment planning to renovate

Over half of the respondents (52%) planning to renovate are under 45 years of age.

- Most of these respondents (45%) are in the 30 - 44 age group.
- Calgary has the most renovation intenders in the 30 - 44 age group (49%). Vancouver has the fewest (42%).

Overall, almost one-third (32%) of all renovation intenders are between the ages of 30 and 44 and have children.

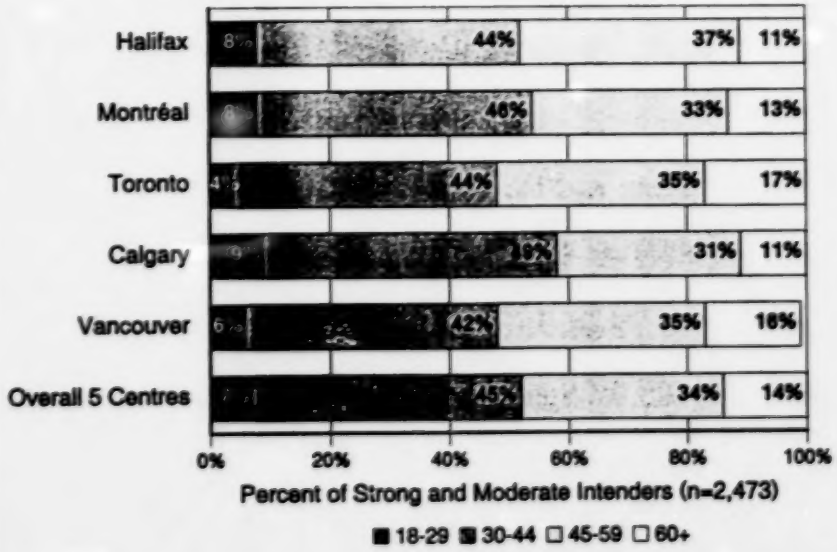
- Almost three-quarters (71%) of the renovation intenders in the 30 - 44 age group have children.
- This compares to 37% of respondents in each of the 18 - 29 and 45 - 60 age groups.

Respondents in the 45 - 59 age group are also a very important renovation market segment, particularly in Halifax (37%), Toronto (35%) and Vancouver (35%).

Seniors aged 60 and over are more likely to be planning renovations in Toronto (17%) and Vancouver (16%).

Figure 22

Intentions to Renovate by Respondent Age



Over half of households not planning to renovate would reconsider under the right circumstances

Respondents who are not planning to renovate in the next year were asked if there are any changes that would make them reconsider and decide to renovate their home. Overall, more than half (53%) said they would consider renovating.

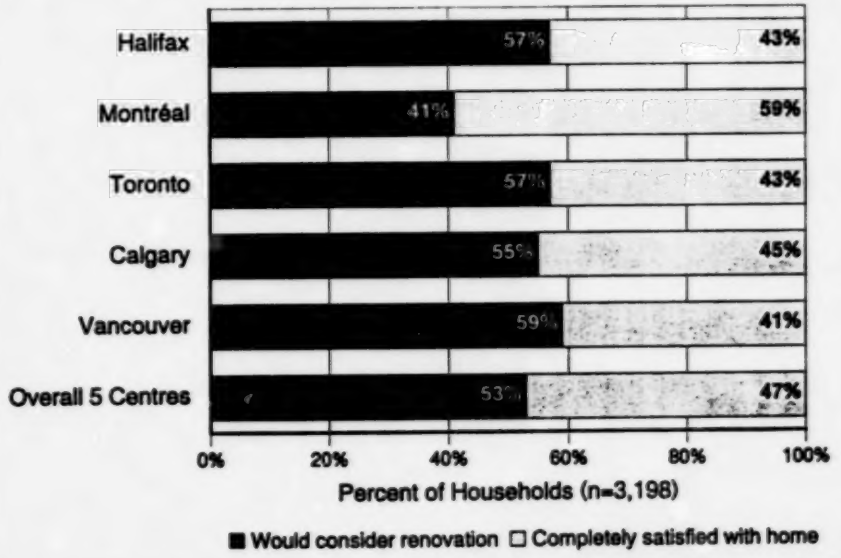
- Non-intenders were most likely to say they might reconsider in Vancouver (59%), Halifax (57%) and Toronto (57%).

The reasons given most frequently for reconsidering are a change in the households financial situation (15%), and a deterioration or physical damage of the existing home (21%).

The 47% of respondents who said they would not consider renovating are satisfied with their current homes.

- Montréal respondents are the most likely to be satisfied with their homes (59%) and the least likely to reconsider their decision not to renovate.

Figure 23
Non-Intenders Who Would Consider Renovation



Many homeowners are planning both simple interior decoration projects and more substantial renovations

Homeowners planning to renovate in the next year identified an average of 1.75 projects.

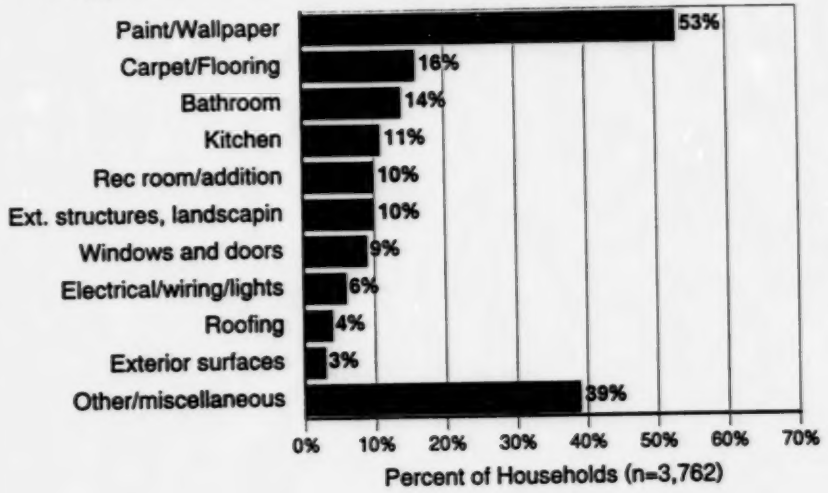
- 54% are planning a single project and 46% are planning two or more projects.
- For homeowners planning to spend $10,000 or more, two-thirds are planning two or more projects. For projects between $500 and $10,000, half are planning two or more projects.

Over half (53%) are planning interior decoration projects including painting and wallpapering. These projects represent just under a third of all the renovation projects planned by homeowners.

Over half of homeowners (54%) are planning more extensive types of renovation projects: i.e. bathrooms (14%), kitchens (11%), rec room additions or conversions (10%), exterior construction and repairs (10%), and windows and doors (9%).

Figure 24

All Types of Renovation Projects Planned by Homeowners



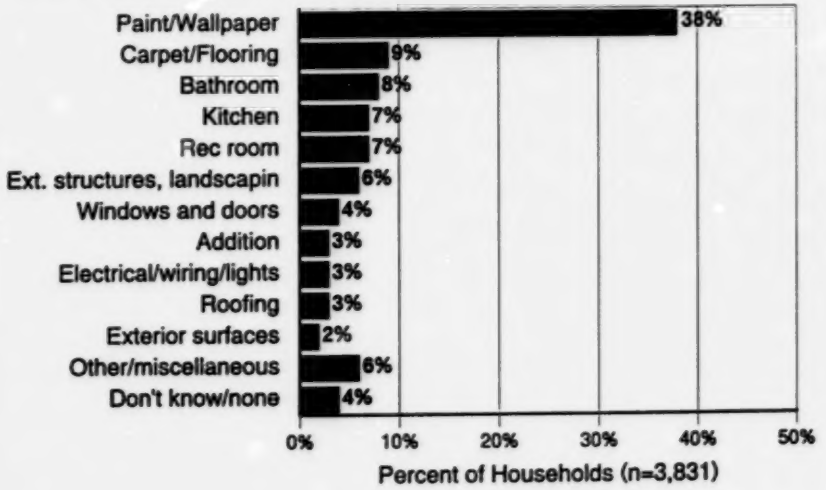
Interior renovations are by far the most important for homeowners in the next year

Over two-thirds (69%) of homeowners planning renovations in the next year identified interior renovations as their most important projects.

- 38% said that interior decoration projects including painting and wallpapering are the most important.
- Flooring (9%), bathroom (8%), kitchen (7%) and rec rooms (7%) are other interior renovations identified by homeowners as their most important projects.

Flooring (64%) and exterior construction and repairs (61%) are the projects most likely to be done in conjunction with other types of renovation projects.

Figure 25
Reno Projects Identified as the Most Important by Homeowners



Half of those planning to renovate are "do-it-yourselfers" and half will hire contractors or skilled trades

Over half (52%) of the homeowners planning to renovate will contract for all or some of the work.

- Almost one-quarter (24%) will hire professional renovators including general contractors (12%) and skilled trades (12%).
- 19% will hire some contracted help to assist them with the work and 5% will hire a general handyman.

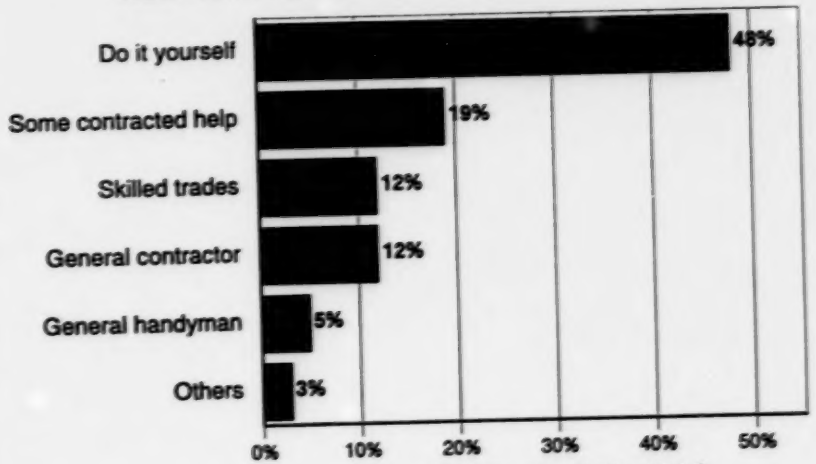
Almost half of homeowners planning to renovate (48%) will do the work entirely on their own.

- Including the 19% who plan to do some of the work themselves with some contracted help, 67% of homeowners will participate directly in their renovation project.

The likelihood that homeowners will be do-it-yourselfers decreases only for very high income households. For those with incomes over $100,000, 29% will do the work themselves. At incomes under $100,000, close to half will be do-it-yourselfers.

Figure 26

How Homeowners Will Complete Their Renovations



Toronto homeowners are the most likely to hire professionals to complete their renovation projects

Approximately half of homeowners in all centres except Toronto will complete their renovation projects on their own.

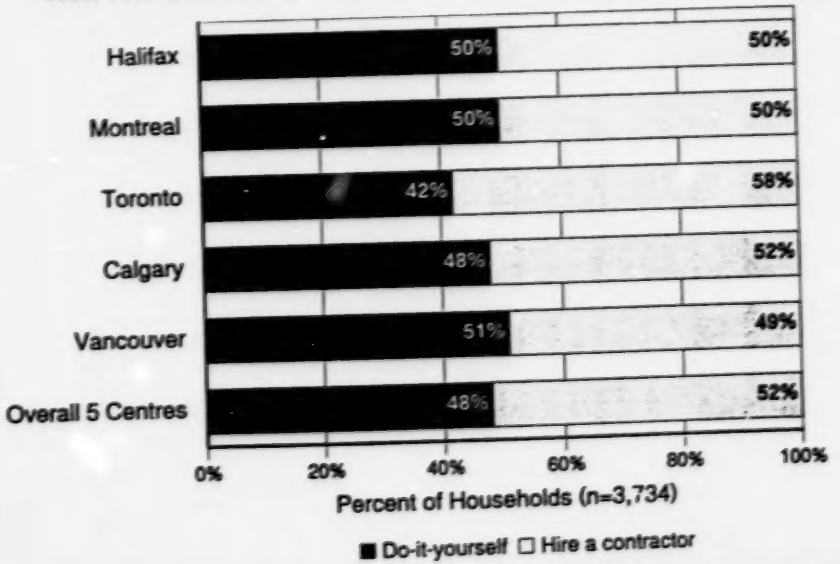
- In Toronto, 42% are do-it-yourselfers.
- Vancouver (51%), Montréal (50%) and Halifax (50%) homeowners are more likely to do the renovation work themselves.

Approximately 30% of renovation intenders in Toronto plan to hire a renovation professional: 16% will hire a general contractor and 14% will hire skilled trades. In other centres, the following proportion of renovators plan to hire a general contractor or skilled trades:

- Halifax - 21%; Montréal - 24%; Calgary - 22%; Vancouver - 25%.

Although Vancouver has a high percentage of do-it-yourselfers, Vancouver homeowners are less likely to hire "some contracted help" to work with them on their renovations (15% compared to approximately 20% for other centres).

Figure 27
How Homeowners Will Complete Their Renovations by Centre

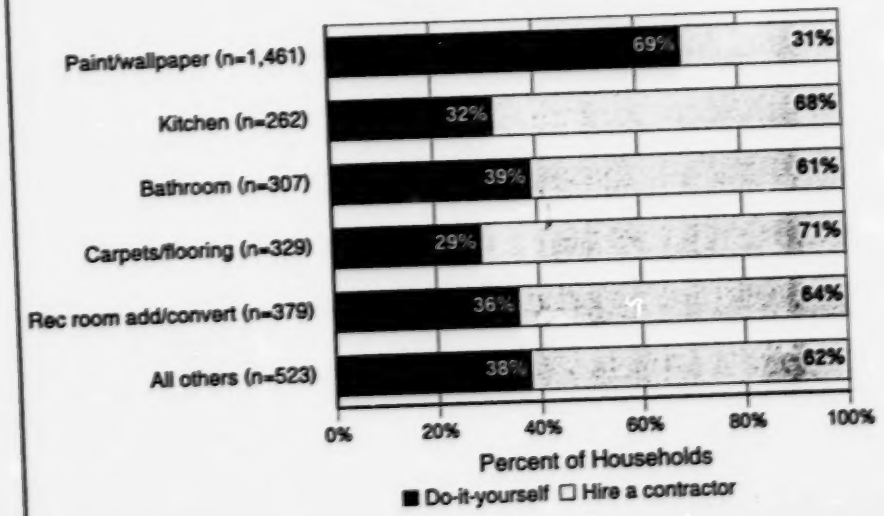


For most types of renovation projects, homeowners will hire some type of professional help

With the exception of simple decorating projects like painting and wallpapering, a majority of homeowners plan to hire some type of outside help for most types of projects. While over two-thirds of decorating projects will be do-it-yourself, for all other types of projects approximately two-thirds of homeowners will hire professional help. Homeowners are least likely to attempt flooring (29%) and kitchen projects (32%) on their own.

- For kitchen renovation projects, 27% will employ some contracted help for the work, 23% will hire a general contractor, and 7% will hire skilled trades.
- For bathroom renovation projects, 27% will employ some contracted help for the work, 15% will hire a general contractor, and 12% will hire skilled trades.
- For flooring projects, 25% will employ some contracted help for the work, 15% will hire a general contractor, and 15% will hire skilled trades.
- For rec room additions or conversions, 32% will employ some contracted help for the work, 24% will hire a general contractor, and 15% will hire skilled trades.

Figure 28
How Homeowners Will Complete Their Renovations by Key Renovation Projects



Do-it-yourself is popular with households at all income levels except for those with very high incomes.

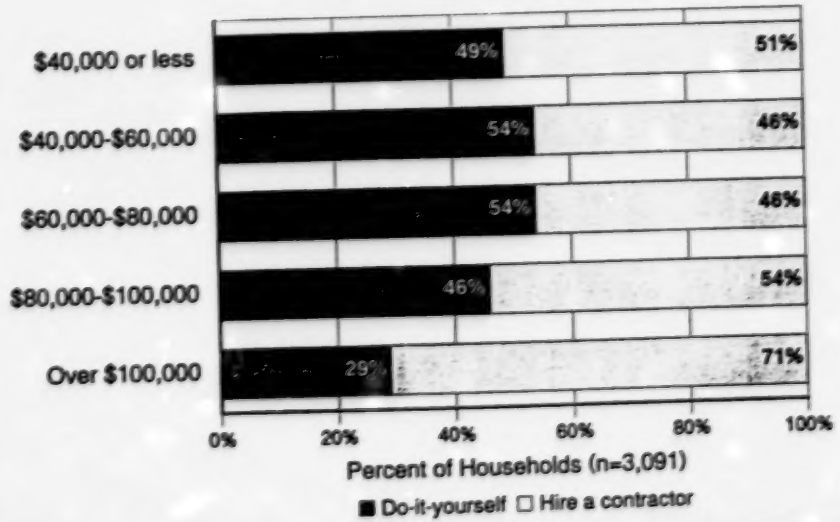
The relative proportions of do-it-yourself projects and projects where homeowners contract for some or all of the work remain relatively constant - with about half being do-it-yourself and half hiring contractors - at all levels of income up to $100,000.

- 54% of those in the $40,000 - $80,000 income range with do their renovations themselves.
- The proportion of households doing the work themselves decreases slightly in the $80,000 - $100,000 income range to 46%.
- At incomes over $100,000, only 29% of households are do-it-yourselfers.

Higher income households are much more likely to hire general contractors and skilled trades.

- 21% of households with incomes over $100,000 will hire a general contractor to do their renovations compared to approximately 12% of those with incomes under $100,000.
- 17% of households with incomes over $100,000 will hire skilled trades to work on their renovations compared to approximately 11% of those with incomes under $100,000.

Figure 29
How Homeowners Will Complete Their Renovations by Household Income



Homeowners plan to spend an average of $5,800 on their renovations

Across the five centres surveyed, homeowners planning to renovate in the next year expect to spend an average of $5,800. Median expenditures will be $2,000 (i.e. half will spend more than $2,000 and half will spend less than $2,000).

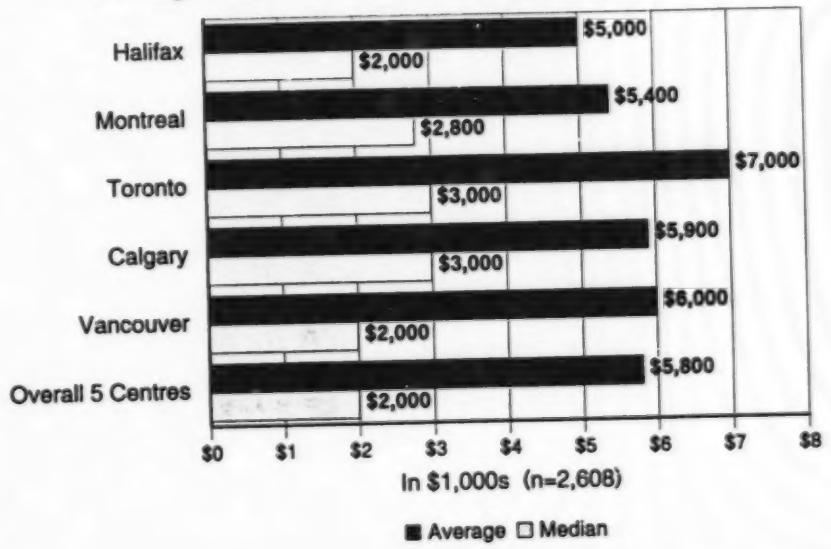
- 26% plan to spend less than $500.
- 26% plan to spend more than $5,000: 13% will spend $5,001 - $10,000; 13% will spend more than $10,000.

Homeowners in Toronto, Vancouver and Calgary will spend more on renovations.

- Average planned expenditures in Toronto are the highest at $7,000. Median expenditures for Toronto are $3,000.
- Average expenditures in Vancouver and Calgary are $6,000 and $5,900, respectively.
- While average planned expenditures in Montréal are lower than in other centres (except Halifax), many homeowners in Montréal are planning medium and larger projects, with median expenditures being $2,800.

Figure 30

Average Planned Renovation Expenditures by Centre



Spending will be highest for kitchen and bathroom renovations, additions and conversions

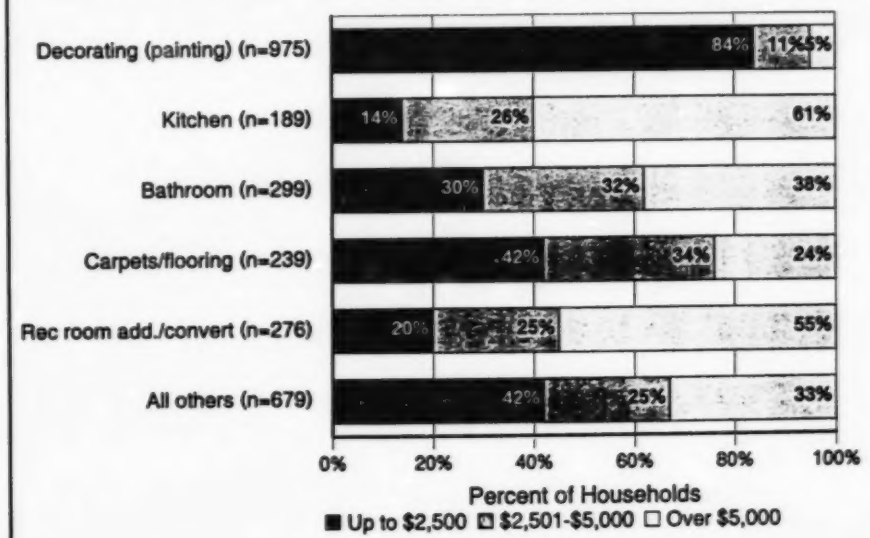
For kitchen renovations, 61% of homeowners are planning to spend more than $5,000. A third planning kitchen renovations (33%) will spend more than $10,000.

For additions or conversions (most are for rec rooms), a majority of homeowners (55%) are planning to spend more than $5,000. About 10% will spend more than $10,000.

For bathroom renovations, over a third of homeowners plan to spend more than $5,000. About one in six planning bathroom renovations (17%) will spend more than $10,000.

Almost all painting and decorating projects will cost less than $2,500.

Figure 31
Planned Renovation Expenditures by Major Project Types



Homeowners are more likely to hire professional contractors for more costly projects

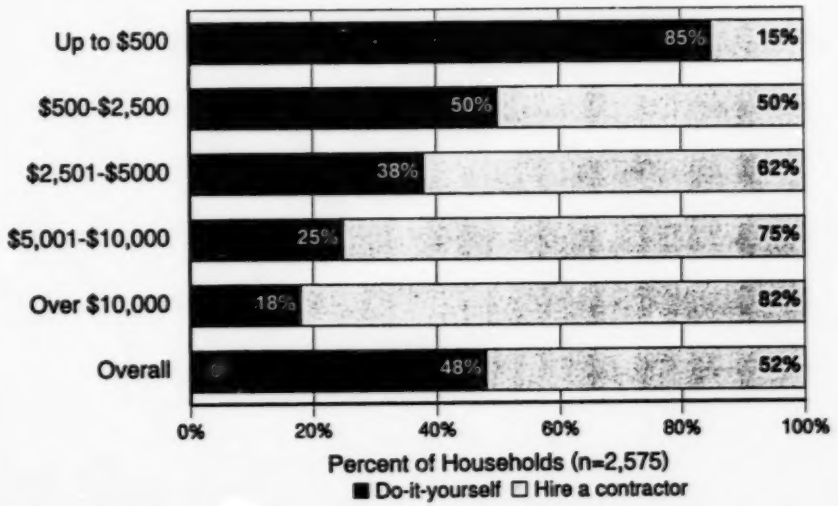
Homeowners are much more likely to hire professional contractors as the cost - and the risk - of renovation projects increase.

- For small projects of under $500, very few homeowners (15%) plan to hire someone else to do the work.
- For projects in the $500 - $2,500 range, 50% of homeowners will do the work themselves and 50% will hire a contractor.
- For projects costing $2,500 and higher, a majority of homeowners will hire contractors: 38% for projects of $2,501 - $5,000, 25% for projects of $5,001 - $10,000, and 18% for projects over $10,000.

For projects costing $5,000 and more, 27% of homeowners plan to hire a general contractor and 13% plan to hire skilled trades.

Even for these larger and more expensive projects costing $5,000 and more, many homeowners (27%) expect to do some of the work themselves along with some contracted help.

Figure 32
How Homeowners Will Complete Their Renovations by Project Cost



APPENDIX 1

About the Research, the Questionnaire and future surveys.

Overview of the Research

Between August 15 and September 8, 1998, Canada Mortgage and Housing Corporation interviewed over 15,000 residents in the Halifax, Montréal, Toronto, Calgary and Vancouver Census Metropolitan Areas. This survey is the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialling to ensure coverage of homes with unlisted numbers. Respondents (who must reside in the household) must be someone "who is involved in major purchase decisions for your household." Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

Consumer Intentions to Buy or Renovate a Home is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households. Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"
"Ready to Renovate", "Thinking about Renovation",
"Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy or Renovate a Home: A look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "*ready to buy*" (strong intender) and "*looking to buy*" (someone who has moderate intentions about purchasing).

Definition of Home Purchase Intentions

Strong Intender (*ready to buy*)

If a respondent answers as follows, he or she is classed as a "strong intender" or a consumer who is *ready to buy.*

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate Intender (*looking to buy*)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Definition of Renovation Intentions

The definition of renovation intentions parallels that of home purchase.

Strong Intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" *and* who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate Intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/Potential Renovator

This respondent:

- stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or
- stated that he/she did not know whether they would undertake renovations.

Non-Intender

This respondent stated that he/she had no intentions of renovating in the next year.

Data Report

Statistical Reliability of the Data

This survey was conducted by telephone involving approximately 15,000 respondents - 3,000 randomly selected individuals in each of the five centres: Halifax, Montréal, Toronto, Calgary and Vancouver. The survey results presented in this report summarize the findings for these five centres only. While the results may be indicative of consumer intentions in all of urban Canada, they cannot be taken as representative of the entire country.

- For each centre, the large, 3,000 sample provides a theoretical error rate of +/- 1.8%, 19 times out of 20. It is required in order to identify sufficiently large numbers of home buying and renovation "intenders". Without the large sample, it would not be possible to provide such an extensive a profile by characteristics like income, family, age or preference for new, existing, by price, size, etc..

- Despite the large sample, caution should be used in interpreting the results of the extensive subsets and cross-tabulations of the survey results. Cells based on less than 50 respondents should be viewed as indicative rather than conclusive. This is especially true of cells based on a sample of less than 25 respondents.

- Some columns and rows will not sum to 100% due to rounding or weighting and in some cases, subsetting.

- Tables in this Data Report include missing values (i.e. "don't know/no response") in the column percentages when applicable. Most charts in the previous analytical report exclude the missing values from the calculations.

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Respondent Profile: Location of respondents

Area of residence in Canada	n	%
Halifax	3000	20.0%
Montréal	3026	20.1%
Toronto	3001	20.0%
Calgary	3002	20.0%
Vancouver	3000	20.0%
Total	15029	100.0%

[BASE=All respondents] [Data are weighted]

Respondent Profile: Age

	n	%
18-29 yrs	2017	14.0%
30-44 yrs	5286	36.8%
45-59 yrs	3861	26.9%
60+ yrs	3201	22.3%
Total	14365	100.0%

[BASE=All respondents] [Data are weighted]

Respondent Profile: Age

	N	Mean age	Median age
	14365	47	44

[BASE=All respondents] [Data are weighted]

Respondent Profile: Gender

	n	%
Male	5949	39.6%
Female	9080	60.4%
Total	15029	100.0%

[BASE=All respondents] [Data are weighted]

Respondent Profile: Own or rent current home

	n	%
Own	8762	58.3%
Rent	6267	41.7%
Total	15029	100.0%

[BASE=All respondents] [Data are weighted]

Respondent Profile: Household composition

Household size	n	%
1 person	3694	24.6%
2	4552	30.3%
3	2530	16.8%
4 or more	4049	26.9%
Don't Know/Refused	204	1.4%
Total	15029	100.0%

[BASE=All respondents] [Data are weighted]

Respondent Profile: Household composition

	N	Mean	Median
Total # persons	14825	2.6	2
Total 18 and over	14811	2.0	2
Total 6-17 years	14798	.4	0
Total 5 and under	14795	.2	0

[BASE=All respondents] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	2744	18.3%
No	12284	81.7%
Don't Know/Refused	1	.0%
Total	15029	100.0%

[BASE=All respondents] [Data are weighted]

Province moved from in past 12 months

	n	%
Newfoundland	28	1.0%
Prince Edward Island	9	.3%
Nova Scotia	421	15.3%
New Brunswick	22	.8%
Quebec	528	19.2%
Ontario	546	19.9%
Manitoba	31	1.1%
Saskatchewan	29	1.1%
Alberta	445	16.2%
British Columbia	512	18.6%
Yukon/NWT	6	.2%
Outside Canada	121	4.4%
Refused	47	1.7%
Total	2744	100.0%

[BASE=Those who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
NF: St. John's	11	.4%
NF: Other	17	.6%
PI: Charlottetown	7	.3%
PI: Other PEI	2	.1%
NS: Nova Scotia	275	10.0%
NS: Cape Breton/Sydney	4	.2%
NS: Other	141	5.1%
NB: Saint John	4	.2%
NB: Moncton	8	.3%
NB: Other	10	.4%
PQ: Chicoutimi/Jonquiere	1	.0%
PQ: Montréal	356	13.0%
PQ: Ottawa/Hull/Gatineau	13	.5%
PQ: Quebec City	13	.5%
PQ: Sherbrooke	4	.2%
PQ: Trois Rivieres	3	.1%
PQ: Other	137	5.0%
OT: Barrie	10	.4%
OT: Brantford	1	.0%
OT: Guelph	4	.1%
OT: Hamilton	7	.3%
OT: Kingston	3	.1%
OT: Kitchener	3	.1%
OT: London	3	.1%
OT: Oshawa	4	.1%
OT: Ottawa	21	.8%

[BASE=Those who moved in past 12 months] [Data are weighted] (Continued...)

Province/City moved from in past 12 months (Continued...)

	n	%
OT: Peterborough	2	.1%
OT: St. Catherine's/Niagara	2	.1%
OT: Sudbury	4	.2%
OT: Thunder Bay	2	.1%
OT: Toronto	306	11.1%
OT: Windsor	4	.1%
OT: Other	172	6.3%
MB: Winnipeg	27	1.0%
MB: Other	4	.1%
SK: Regina	10	.4%
SK: Saskatoon	13	.5%
SK: Other	6	.2%
AB: Calgary	352	12.8%
AB: Edmonton	26	.9%
AB: Other	67	2.4%
BC: Vancouver	274	10.0%
BC: Victoria	12	.5%
BC: Abbotsford	7	.2%
BC: Kelowna	7	.2%
BC: Other	212	7.7%
Yukon/NWT	6	.2%
Outside Canada	121	4.4%
Don't Know/Refused	47	1.7%
Total	2744	100.0%

[BASE=Those who moved in past 12 months] [Data are weighted]

Home purchase intentions

		n	%
	Strong (Ready to Buy)	914	6.1%
	Moderate (Looking to Buy)	636	4.2%
	Non-Intender	13479	89.7%
Total		15029	100.0%

[BASE=All respondents] [Data are weighted]

Type of home looking for/intending to buy

		n	%
	New sing fam/New subdivn	227	14.6%
	New sing fam/Estab nbhd	261	16.8%
	Pre-owned sing fam < 20 yrs	436	28.1%
	Pre-owned sing fam > 20 yrs	228	14.7%
	Condominium	194	12.5%
	Other	157	10.1%
	Don't Know/Refused	48	3.1%
Total		1550	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price range of home looking for/intending to buy

	n	%
Under $100,000	148	9.5%
$100,000- 150,000	426	27.5%
$150,000- 200,000	377	24.3%
$200,000- 250,000	213	13.7%
$250,000- 500,000	274	17.7%
Over $500,000	64	4.1%
Don't Know/Refused	49	3.1%
Total	1550	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	290	52.4%
Same	110	19.9%
Less	154	27.7%
Don't Know/Refused	7	1.3%
Total	562	101.3%

[BASE=Current owners intending to purchase] [Data are weighted]

Respondents looking to purchase: Current area of residence

Area of residence in Canada	n	%
Halifax	284	18.3%
Montréal	217	14.0%
Toronto	346	22.3%
Calgary	385	24.8%
Vancouver	319	20.6%
Total	1550	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for/intending to buy (sq ft)

	n	%
Under 800	24	1.5%
800 - 1000	74	4.7%
1000 - 1200	125	8.1%
1200 - 1600	305	19.7%
1600 - 2000	208	13.4%
2000 - 2500	154	10.0%
Over 2500	211	13.6%
Don't Know/Refused	450	29.0%
Total	1550	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Circumstances which would delay purchase

Barriers	n	%
> ECONOMIC	253	37.7%
Change in hhold financial/job situation	216	32.2%
Interest rates	45	6.7%
> HOUSING MARKET	195	29.1%
Poor price for existing home/Cannot sell	71	10.7%
Home prices too expensive	61	9.1%
Cannot find the right home	67	9.9%
> PERSONAL	52	7.8%
No longer need to move	3	.5%
Renovate existing home	1	.1%
Just bought a home	18	2.7%
Death/Death of family member	16	2.4%
Develop health/mobility problems	13	2.0%
> OTHER	202	30.1%
Miscellaneous delay factors	55	8.2%
Nothing	65	9.6%
Don't Know/Refused	82	12.3%

[BASE=Those intending to purchase (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
> ECONOMIC	895	46.7%
Change in hhold financial situation	378	19.7%
Change in household job situation	91	4.8%
Cannot afford down payment	156	8.2%
Interest rates	24	1.2%
Cannot afford/Financial (unspec)	223	11.6%
Economy (unspec)	27	1.4%
Pay off existing loans/Mortgage	15	.8%
Cannot get mortgage	17	.9%
> HOUSING MARKET	378	19.7%
Home prices too expensive	231	12.1%
Cannot sell existing home	31	1.6%
Cannot find the right home	87	4.5%
Market (unspec)	37	1.9%
> PERSONAL	624	32.5%
Satisfied with existing home	74	3.8%
Like my neighbourhood	30	1.6%
No longer need to move	23	1.2%
Hate moving	11	.6%
Kids moved back/moved away	8	.4%
Just renovated existing home	16	.8%
Just bought a home	171	8.9%
Not ready/Not the right time	175	9.1%
Unsure of final destination	30	1.5%
Personal reasons	45	2.4%
In school/Children in school	28	1.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons for not purchasing (Continued...)

Reasons	n	%
Age: Too old/young	22	1.2%
Location/Close to work	12	.6%
> OTHER	93	4.8%
Miscellaneous	44	2.3%
Don't Know/Refused	49	2.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
> ECONOMIC	4228	37.2%
Change in hhold financial/job situation	4177	36.8%
Interest rates	37	.3%
Improvement in economy	26	.2%
> HOUSING MARKET	1724	15.2%
Good price on existing home/Can sell it	218	1.9%
Home prices dropped	264	2.3%
Deterioration/Loss of home/Disaster	333	2.9%
Found the right home/Suitable location	590	5.2%
Loss of present home/Disaster	198	1.7%
Relocating/Moving (unspec)	182	1.6%
Changes/Deterioration of neighbourhood	33	.3%
> PERSONAL	4418	38.9%
Develop health/mobility problems	131	1.2%
Kids moved back/away/Change in family	388	3.4%
Never moving again/Nothing/Have a home	3217	28.3%
Just bought a home	241	2.1%
Retirement of self/spouse	149	1.3%
Graduate/finish school	115	1.0%
> OTHER	1700	15.0%
Miscellaneous	329	2.9%
Don't Know/Refused	1372	12.1%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Pre-purchase activities

	n	%
Contacted builder/developer: new home	375	24.2%
Talked to financial institution: mortgage	616	39.7%
Pre-approved for a mortgage	403	26.0%
Read publications: housing market info	926	59.7%
Talked to realtor: buying a home	746	48.1%
Visited any homes	751	48.5%
None of these	200	12.9%

[BASE=Those intending to purchase] [Data are weighted]

Home renovation intentions

Strength of intentions	n	%
Strong (Ready to Renovate)	1290	14.7%
Moderate (Thinking of Renovating)	1265	14.4%
Potential Renovator	1277	14.6%
Non-Intender	4931	56.3%
Total	8762	100.0%

[BASE=All current homeowners] [Data are weighted]

The most important renovation project planned

	n	%
Paint/Wallpaper	1465	38.2%
Kitchen	268	7.0%
Bathroom	313	8.2%
Carpet/Floor	337	8.8%
Rec Room	273	7.1%
Add fireplace	16	.4%
Add pool	3	.1%
Add/Refurbish closets	7	.2%
Build garage	29	.8%
Deck/Patio	122	3.2%
Doors	41	1.1%
Exterior painting/stucco	50	1.3%
Fence/Landscaping	38	1.0%
Foundation	6	.2%
Furnace/Water heater	14	.4%
Ornamental lights/Decorate	120	3.1%
Roofing	125	3.3%
Windows	119	3.1%
Wiring	3	.1%
Drywall/Plastering/Walls	45	1.2%
Siding	11	.3%
Driveway/Sidewalk	18	.5%
Addition/Extension	115	3.0%
Insulation	17	.4%
Miscellaneous	118	3.1%
None	36	.9%

[BASE=All those intending to renovate] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

	n	%
Don't Know/Refused	123	3.2%
Total	3831	100.0%

[BASE=All those intending to renovate] [Data are weighted]

Who will do the renovations

	n	%
Do it yourself	1800	47.0%
Some contracted help	728	19.0%
General handyman	187	4.9%
Skilled tradesperson	438	11.4%
General contractor	459	12.0%
Architect/ Engineer	17	.4%
Someone else	106	2.8%
Don't Know/Refused	97	2.5%
Total	3831	100.0%

[BASE=All those intending to renovate] [Data are weighted]

Amount to be spent on all renovations

	n	%
Up to $500	689	18.0%
$ 500 - 2,500	671	17.5%
$2,501 - 5,000	558	14.6%
$5,001 -10,000	344	9.0%
Over $10,000	346	9.0%
Don't know/Refused	1224	31.9%
Total	3831	100.0%

[BASE=All those intending to renovate] [Data are weighted]

Amount to be spent on all renovations

	N	Mean $	Median $
	2608	$5,818.91	$2,000.00

[BASE=All those intending to renovate] [Data are weighted]

Reasons decided not to renovate

Reasons	n	%
Change in household financial situation	55	14.9%
Change in household job situation	2	.4%
Satisfied with existing home	32	8.6%
Just renovated existing home	160	43.0%
Just bought a home	7	2.0%
Don't want to make a mess/hassle	15	4.2%
Kids moved back/moved away	1	.3%
No time/Too busy	11	3.1%
Not the right time of year	9	2.4%
Want to move/Trying to sell	13	3.5%
Personal reasons	10	2.8%
Age factor	5	1.5%
Don't need/Have a new house	8	2.0%
Don't need (unspecified)	20	5.4%
Miscellaneous	9	2.3%
Don't Know/Refused	19	5.1%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	468	12.7%
Change in household job situation	20	.5%
Thinking of selling home	59	1.6%
Bought an older home	21	.6%
Deterioration of existing home	422	11.5%
Develop health/mobility problems	21	.6%
Want to change style of existing home	113	3.1%
Kids moved back/moved away	31	.9%
Nothing/Like my existing home	1490	40.6%
Disaster	250	6.8%
Increase in household size	28	.8%
Home needs to be older/too new	123	3.3%
Already done/Don't need	155	4.2%
Don't want to/No intentions	90	2.5%
Miscellaneous	42	1.1%
Don't Know/Refused	473	12.9%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Pre-renovation activities

	n	%
Contacted contractor: renovation info	779	20.3%
Talked to building materials supplier	1021	26.7%
Read publications: renovation info	1593	41.6%
None of these	1622	42.3%

[BASE=Those intending to renovate] [Data are weighted]

Purchase a home in last year

	n	%
Yes	1156	7.7%
No	13862	92.3%
Don't Know/Refused	10	.1%
Total	15029	100.1%

[BASE=All respondents] [Data are weighted]

Area in which recent home purchasers reside

Area of residence in Canada	n	%
Halifax	208	18.0%
Montreal	158	13.7%
Toronto	241	20.9%
Calgary	359	31.1%
Vancouver	190	16.4%
Total	1156	100.0%

[BASE=Those who purchased home in last year] [Data are weighted]

Type of home recently purchased

	n	%
New sing fam/New subdivn	219	19.3%
New sing fam/Estab nbhd	68	5.9%
Pre-owned sing fam < 20 yrs	290	25.5%
Pre-owned sing fam > 20 yrs	264	23.2%
Condominium	182	16.0%
Other	90	7.9%
Don't Know/Refused	24	2.1%
Total	1138	100.0%

[BASE=Those who purchased home in last year] [Data are weighted]

Size of home recently purchased (sq ft)

	n	%
Under 800	40	3.5%
800 - 1000	94	8.2%
1001 - 1200	108	9.5%
1201 - 1400	116	10.2%
1401 - 1600	93	8.1%
1601 - 1800	90	8.0%
1801 - 2000	76	6.7%
2001 - 2500	114	10.1%
2501 - 3000	80	7.0%
3001 - 3500	45	3.9%
Over 3500	38	3.3%
Don't Know/Refused	245	21.5%
Total	1138	100.0%

[BASE=Those who purchased home in last year] [Data are weighted]

Price of home recently purchased

	n	%
Under $100,000	152	13.4%
$100,000- 150,000	296	26.0%
$150,000- 200,000	221	19.5%
$200,000- 250,000	158	13.8%
$250,000- 500,000	147	12.9%
Over $500,000	42	3.7%
Don't Know/Refused	122	10.7%
Total	1138	100.0%

[BASE=Those who purchased home in last year] [Data are weighted]

Home purchase intentions by Household income

			Overall	Total household income				
				$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
	Strong (Ready to Buy)	n	914	157	241	186	95	122
		%	6.1%	3.0%	8.0%	9.7%	10.1%	10.7%
	Moderate (Looking to Buy)	n	636	179	198	98	33	46
		%	4.2%	3.4%	6.5%	5.2%	3.5%	4.1%
	Non-Intender	n	13479	4853	2591	1621	812	969
		%	89.7%	93.5%	85.5%	85.1%	86.3%	85.2%
Total	N		15029	5188	3030	1905	941	1137
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All respondents] [Data are weighted]

Home purchase intentions by Own/rent and Household size

			Overall	Own or Rent Home		Household size			
				Own	Rent	1 person	2	3	4 or more
	Strong (Ready to Buy)	n	914	328	586	179	287	160	275
		%	6.1%	3.7%	9.4%	4.8%	6.3%	6.3%	6.8%
	Moderate (Looking to Buy)	n	636	234	402	149	182	112	183
		%	4.2%	2.7%	6.4%	4.0%	4.0%	4.4%	4.5%
	Non-Intender	n	13479	8200	5278	3366	4083	2257	3590
		%	89.7%	93.6%	84.2%	91.1%	89.7%	89.2%	88.7%
Total	N		15029	8762	6267	3694	4552	2530	4049
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All respondents] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)						
				Under 800	800 - 1000	1000 - 1200	1200 - 1600	1600 - 2000	2000 - 2500	Over 2500
	Strong (Ready to Buy)	n	914	13	48	68	201	131	101	138
		%	6.1%	54.1%	65.5%	54.8%	66.0%	63.2%	65.2%	65.3%
	Moderate (Looking to Buy)	n	636	11	25	56	104	76	54	73
		%	4.2%	45.9%	34.5%	45.2%	34.0%	36.8%	34.8%	34.7%
	Non-Intender	n	13479							
		%	89.7%							
Total	N		15029	24	74	125	305	208	154	211
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Home purchase intentions by Price of house looking for

			Overall	Price of home					
				Under $100,000	$100,000-150,000	$150,000-200,000	$200,000-250,000	$250,000-500,000	Over $500,000
	Strong (Ready to Buy)	n	914	75	230	224	127	190	42
		%	6.1%	50.7%	53.9%	59.5%	59.8%	69.3%	66.8%
	Moderate (Looking to Buy)	n	636	73	196	153	85	84	21
		%	4.2%	49.3%	46.1%	40.5%	40.2%	30.7%	33.2%
	Non-Intender	n	13479						
		%	89.7%						
Total	N		15029	148	426	377	213	274	64
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Home purchase intentions by Type of house looking for

			Overall	Type of home					
				New sing fam/New subdivn	New sing fam/Estab nbhd	Pre-owned sing fam < 20 yrs	Pre-owned sing fam > 20 yrs	Condominium	Other
	Strong (Ready to Buy)	n	914	148	153	267	132	95	92
		%	6.1%	65.3%	58.6%	61.2%	57.7%	48.8%	58.5%
	Moderate (Looking to Buy)	n	636	79	108	169	96	99	65
		%	4.2%	34.7%	41.4%	38.8%	42.3%	51.2%	41.5%
	Non-Intender	n	13479						
		%	89.7%						
Total	N		15029	227	261	436	228	194	157
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Home purchase intentions by Current residence of respondent

			Overall	Area of residence in Canada				
				Halifax	Montréal	Toronto	Calgary	Vancouver
	Strong (Ready to Buy)	n	914	167	111	211	248	177
		%	6.1%	5.6%	3.7%	7.0%	8.3%	5.9%
	Moderate (Looking to Buy)	n	636	117	106	135	136	142
		%	4.2%	3.9%	3.5%	4.5%	4.5%	4.7%
	Non-Intender	n	13479	2716	2809	2656	2617	2681
		%	89.7%	90.5%	92.8%	88.5%	87.2%	89.4%
Total	N		15029	3000	3026	3001	3002	3000
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Type of home looking for by Household income

			Overall	Total household income				
				$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
	New sing fam/New subdivn	n	227	38	63	35	25	28
		%	14.6%	11.5%	14.4%	12.3%	19.5%	17.0%
	New sing fam/Estab nbhd	n	261	60	74	58	23	21
		%	16.8%	17.8%	16.9%	20.4%	18.0%	12.4%
	Pre-owned sing fam < 20 yrs	n	436	95	128	73	41	56
		%	28.1%	28.2%	29.2%	25.8%	31.9%	33.5%
	Pre-owned sing fam > 20 yrs	n	228	42	71	49	16	29
		%	14.7%	12.6%	16.2%	17.3%	12.8%	17.4%
	Condominium	n	194	54	52	33	10	13
		%	12.5%	16.1%	11.8%	11.8%	7.6%	7.9%
	Other	n	157	32	43	31	13	14
		%	10.1%	9.6%	9.7%	10.8%	9.8%	8.4%
	Don't Know/Refused	n	48	14	8	5	0	6
		%	3.1%	4.2%	1.8%	1.6%	.4%	3.6%
Total	N		1550	335	439	284	129	168
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Type of home looking for by Own/rent and Household size

			Overall	Own or Rent Home		Household size			
				Own	Rent	1 person	2	3	4 or more
	New sing fam/New subdivn	n	227	88	138	20	64	51	86
		%	14.6%	15.7%	14.0%	6.2%	13.7%	18.6%	18.8%
	New sing fam/Estab nbhd	n	261	89	172	45	70	40	102
		%	16.8%	15.7%	17.4%	13.7%	14.9%	14.7%	22.2%
	Pre-owned sing fam < 20 yrs	n	436	161	274	53	137	97	145
		%	28.1%	28.7%	27.7%	16.0%	29.1%	35.8%	31.6%
	Pre-owned sing fam > 20 yrs	n	228	83	145	63	77	31	54
		%	14.7%	14.8%	14.7%	19.2%	16.5%	11.5%	11.7%
	Condominium	n	194	56	137	105	61	15	11
		%	12.5%	10.0%	13.9%	31.8%	13.1%	5.6%	2.4%
	Other	n	157	72	85	37	47	28	45
		%	10.1%	12.8%	8.6%	11.4%	9.9%	10.2%	9.7%
	Don't Know/Refused	n	48	12	36	5	13	10	16
		%	3.1%	2.1%	3.6%	1.7%	2.7%	3.6%	3.5%
Total	N_____		1550	562	988	328	469	272	459
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Type of home looking for by Size of home looking for

			Overall	Size of home (sq ft)						
				Under 800	800 - 1000	1000 - 1200	1200 - 1600	1600 - 2000	2000 - 2500	Over 2500
	New sing fam/New subdivn	n	227	2	7	13	41	28	32	51
		%	14.6%	6.5%	10.0%	10.7%	13.4%	13.7%	20.8%	24.1%
	New sing fam/Estab nbhd	n	261	4	5	15	59	41	15	41
		%	16.8%	17.5%	7.2%	11.7%	19.5%	19.9%	9.5%	19.4%
	Pre-owned sing fam < 20 yrs	n	436	3	13	24	79	69	50	54
		%	28.1%	13.7%	17.4%	19.2%	25.8%	33.0%	32.4%	25.6%
	Pre-owned sing fam > 20 yrs	n	228	2	10	22	54	29	27	25
		%	14.7%	10.5%	13.6%	17.6%	17.7%	13.8%	17.3%	12.0%
	Condominium	n	194	8	32	41	43	11	5	5
		%	12.5%	34.3%	42.8%	32.8%	14.1%	5.2%	3.4%	2.3%
	Other	n	157	4	6	7	23	28	21	29
		%	10.1%	17.6%	8.2%	5.5%	7.6%	12.7%	13.3%	13.8%
	Don't Know/Refused	n	48		1	3	6	4	5	6
		%	3.1%		.7%	2.6%	1.9%	1.8%	3.3%	2.8%
Total	N_____		1550	24	74	125	305	208	154	211
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Type of home looking for by Price of home looking for

			Overall	Price of home					
				Under $100,000	$100,000-150,000	$150,000-200,000	$200,000-250,000	$250,000-500,000	Over $500,000
	New sing fam/New subdivn	n	227	14	49	62	34	50	10
		%	14.6%	9.6%	11.5%	16.4%	16.1%	18.1%	15.5%
	New sing fam/Estab nbhd	n	261	21	63	64	47	45	14
		%	16.8%	14.2%	14.9%	17.1%	21.9%	16.2%	21.5%
	Pre-owned sing fam < 20 yrs	n	436	37	129	108	54	80	20
		%	28.1%	25.2%	30.2%	28.6%	25.4%	29.2%	31.3%
	Pre-owned sing fam > 20 yrs	n	228	24	62	51	27	47	9
		%	14.7%	16.6%	14.5%	13.6%	12.6%	17.0%	13.6%
	Condominium	n	194	27	67	53	20	12	7
		%	12.5%	18.3%	15.8%	13.9%	9.6%	4.4%	10.6%
	Other	n	157	21	45	26	25	33	5
		%	10.1%	14.2%	10.5%	7.0%	11.7%	12.1%	7.5%
	Don't Know/Refused	n	48	3	11	13	6	8	
		%	3.1%	1.9%	2.6%	3.5%	2.7%	3.0%	
Total	N		1550	148	426	377	213	274	64
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Type of home looking for by Current residence of respondent

			Overall	Area of residence in Canada				
				Halifax	Montréal	Toronto	Calgary	Vancouver
	New sing fam/New subdivn	n	227	44	24	56	62	40
		%	14.6%	15.6%	11.3%	16.2%	16.1%	12.5%
	New sing fam/Estab nbhd	n	261	64	31	62	56	47
		%	16.8%	22.5%	14.5%	17.9%	14.7%	14.8%
	Pre-owned sing fam < 20 yrs	n	436	78	59	101	115	82
		%	28.1%	27.5%	27.1%	29.3%	29.9%	25.8%
	Pre-owned sing fam > 20 yrs	n	228	31	45	47	59	45
		%	14.7%	10.9%	20.9%	13.6%	15.5%	14.2%
	Condominium	n	194	28	22	43	44	57
		%	12.5%	9.8%	10.4%	12.5%	11.4%	17.7%
	Other	n	157	34	20	29	39	34
		%	10.1%	12.0%	9.4%	8.4%	10.2%	10.8%
	Don't Know/Refused	n	48	5	14	7	8	13
		%	3.1%	1.7%	6.5%	2.1%	2.2%	4.2%
Total	N_____		1550	284	217	346	385	319
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for by Household Income

Size of home in square feet		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Under 800	n	24	10	6	4	1	1
	%	1.5%	3.0%	1.5%	1.6%	1.0%	.3%
800 - 1000	n	74	19	31	10	2	2
	%	4.7%	5.8%	7.0%	3.5%	1.3%	1.4%
1000 - 1200	n	125	27	48	19	6	5
	%	8.1%	8.1%	10.9%	6.6%	4.4%	3.0%
1200 - 1600	n	305	59	94	87	23	14
	%	19.7%	17.7%	21.3%	30.5%	18.2%	8.4%
1600 - 2000	n	208	31	58	50	22	20
	%	13.4%	9.3%	13.3%	17.8%	17.5%	12.0%
2000 - 2500	n	154	10	40	32	26	26
	%	10.0%	2.9%	9.2%	11.2%	19.9%	15.4%
Over 2500	n	211	31	37	33	27	60
	%	13.6%	9.2%	8.5%	11.6%	21.0%	36.1%
Don't Know/Refused	n	450	148	124	49	21	39
	%	29.0%	44.0%	28.2%	17.4%	16.6%	23.5%
Total N		1550	335	439	284	129	168
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for by Own/rent and Household size

Size of home in square feet		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
Under 800	n	24	7	17	8	7	2	7
	%	1.5%	1.2%	1.7%	2.3%	1.5%	.8%	1.4%
800 - 1000	n	74	23	51	38	17	12	6
	%	4.7%	4.1%	5.1%	11.6%	3.6%	4.3%	1.3%
1000 - 1200	n	125	45	80	36	56	18	14
	%	8.1%	8.0%	8.1%	10.8%	11.9%	6.7%	3.1%
1200 - 1600	n	305	111	194	84	88	51	80
	%	19.7%	19.8%	19.6%	25.4%	18.8%	18.7%	17.5%
1600 - 2000	n	208	86	122	34	66	40	67
	%	13.4%	15.2%	12.4%	10.3%	14.0%	14.7%	14.7%
2000 - 2500	n	154	78	77	21	46	33	54
	%	10.0%	13.9%	7.7%	6.2%	9.8%	12.3%	11.7%
Over 2500	n	211	112	99	22	56	38	91
	%	13.6%	19.9%	10.1%	6.6%	12.0%	14.1%	19.9%
Don't Know/Refused	n	450	100	350	87	133	78	140
	%	29.0%	17.8%	35.4%	26.6%	28.4%	28.5%	30.4%
Total N		1550	562	988	328	469	272	459
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for by Price of home looking for

Size of home in square feet		Overall	Price of home: Under $100,000	$100,000-150,000	$150,000-200,000	$200,000-250,000	$250,000-500,000	Over $500,000
Under 800	n	24	1	9	5	4	5	1
	%	1.5%	.5%	2.0%	1.3%	1.7%	1.7%	1.4%
800 - 1000	n	74	13	35	13	6	4	2
	%	4.7%	8.8%	8.2%	3.3%	2.6%	1.5%	2.6%
1000 - 1200	n	125	15	54	37	10	5	3
	%	8.1%	9.9%	12.6%	9.7%	4.5%	1.7%	4.0%
1200 - 1600	n	305	26	94	108	46	22	6
	%	19.7%	17.4%	22.2%	28.6%	21.7%	7.9%	9.7%
1600 - 2000	n	208	12	36	65	46	40	2
	%	13.4%	8.5%	8.4%	17.2%	21.7%	14.5%	3.6%
2000 - 2500	n	154	5	15	23	33	66	7
	%	10.0%	3.2%	3.5%	6.1%	15.7%	24.2%	10.9%
Over 2500	n	211	7	27	29	18	98	28
	%	13.6%	4.7%	6.5%	7.6%	8.3%	35.8%	44.3%
Don't Know/Refused	n	450	70	156	99	51	35	15
	%	29.0%	47.1%	36.5%	26.2%	23.8%	12.7%	23.5%
Total N		1550	148	426	377	213	274	64
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for by Type of home looking for

Size of home in square feet		Overall	Type of home: New sing fam/New subdivn	New sing fam/Estab nbhd	Pre-owned sing fam < 20 yrs	Pre-owned sing fam > 20 yrs	Condominium	Other
Under 800	n	24	2	4	3	2	8	4
	%	1.5%	.7%	1.6%	.7%	1.1%	4.2%	2.6%
800 - 1000	n	74	7	5	13	10	32	6
	%	4.7%	3.2%	2.0%	2.9%	4.4%	16.3%	3.8%
1000 - 1200	n	125	13	15	24	22	41	7
	%	8.1%	5.9%	5.6%	5.5%	9.6%	21.1%	4.4%
1200 - 1600	n	305	41	59	79	54	43	23
	%	19.7%	18.0%	22.8%	18.1%	23.7%	22.1%	14.8%
1600 - 2000	n	208	28	41	69	29	11	26
	%	13.4%	12.5%	15.8%	15.8%	12.6%	5.5%	16.7%
2000 - 2500	n	154	32	15	50	27	5	21
	%	10.0%	14.2%	5.6%	11.5%	11.7%	2.7%	13.1%
Over 2500	n	211	51	41	54	25	5	29
	%	13.6%	22.5%	15.7%	12.4%	11.1%	2.5%	18.6%
Don't Know/Refused	n	450	52	81	144	59	50	41
	%	29.0%	23.0%	30.9%	33.1%	25.8%	25.7%	26.0%
Total N		1550	227	261	436	228	194	157
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Size of home looking for by Current residence of respondent

Size of home in square feet		Overall	Area of residence in Canada				
			Halifax	Montréal	Toronto	Calgary	Vancouver
Under 800	n	24	2	5	8		9
	%	1.5%	.6%	2.4%	2.2%		2.9%
800 - 1000	n	74	6	13	19	21	15
	%	4.7%	2.1%	5.8%	5.6%	5.4%	4.6%
1000 - 1200	n	125	16	10	15	66	18
	%	8.1%	5.5%	4.6%	4.4%	17.2%	5.6%
1200 - 1600	n	305	63	16	44	120	61
	%	19.7%	22.3%	7.3%	12.8%	31.3%	19.1%
1600 - 2000	n	208	34	12	66	53	43
	%	13.4%	12.1%	5.4%	19.2%	13.7%	13.4%
2000 - 2500	n	154	20	11	35	38	50
	%	10.0%	7.1%	4.9%	10.2%	9.9%	15.7%
Over 2500	n	211	30	32	59	31	60
	%	13.6%	10.4%	14.8%	17.1%	7.9%	18.8%
Don't Know/Refused	n	450	113	118	98	56	63
	%	29.0%	39.9%	54.7%	28.5%	14.7%	19.8%
Total N		1550	284	217	346	385	319
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for by Household income

		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Under $100,000	n	148	70	41	11	4	2
	%	9.5%	20.9%	9.3%	4.0%	3.2%	1.0%
$100,000- 150,000	n	426	124	140	82	19	16
	%	27.5%	37.0%	32.0%	28.9%	15.0%	9.6%
$150,000- 200,000	n	377	63	135	81	30	35
	%	24.3%	18.8%	30.7%	28.4%	23.2%	20.8%
$200,000- 250,000	n	213	39	58	49	20	21
	%	13.7%	11.7%	13.2%	17.1%	15.5%	12.5%
$250,000- 500,000	n	274	19	52	52	50	68
	%	17.7%	5.6%	11.9%	18.4%	39.2%	40.6%
Over $500,000	n	64	12	9	8	5	23
	%	4.1%	3.6%	2.0%	2.9%	3.9%	13.7%
Don't Know/Refused	n	49	8	4	1		3
	%	3.1%	2.4%	.9%	.3%		1.8%
Total N		1550	335	439	284	129	168
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for by Own/rent and Household size

		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
Under $100,000	n	148	31	117	33	48	22	39
	%	9.5%	5.5%	11.8%	10.2%	10.3%	8.3%	8.6%
$100,000- 150,000	n	426	141	285	98	137	78	109
	%	27.5%	25.1%	28.8%	29.8%	29.2%	28.7%	23.7%
$150,000- 200,000	n	377	113	264	92	115	63	105
	%	24.3%	20.2%	26.7%	28.1%	24.6%	23.2%	22.8%
$200,000- 250,000	n	213	77	136	48	68	41	54
	%	13.7%	13.7%	13.7%	14.5%	14.5%	15.0%	11.9%
$250,000- 500,000	n	274	144	131	41	69	51	110
	%	17.7%	25.6%	13.2%	12.6%	14.8%	18.8%	23.9%
Over $500,000	n	64	35	28	6	22	12	22
	%	4.1%	6.3%	2.9%	2.0%	4.6%	4.5%	4.9%
Don't Know/Refused	n	49	21	28	9	10	4	19
	%	3.1%	3.7%	2.8%	2.9%	2.2%	1.6%	4.2%
Total N		1550	562	988	328	469	272	459
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for by Size of home looking for

		Overall	Size of home (sq ft)						
			Under 800	800 - 1000	1000 - 1200	1200 - 1600	1600 - 2000	2000 - 2500	Over 2500
Under $100,000	n	148	1	13	15	26	12	5	7
	%	9.5%	3.2%	17.6%	11.7%	8.4%	6.0%	3.1%	3.3%
$100,000- 150,000	n	426	9	35	54	94	36	15	27
	%	27.5%	36.7%	47.7%	43.1%	31.0%	17.2%	9.7%	13.0%
$150,000- 200,000	n	377	5	13	37	108	65	23	29
	%	24.3%	21.2%	17.1%	29.4%	35.4%	31.3%	14.8%	13.6%
$200,000- 250,000	n	213	4	6	10	46	46	33	18
	%	13.7%	15.0%	7.6%	7.7%	15.1%	22.2%	21.6%	8.4%
$250,000- 500,000	n	274	5	4	5	22	40	66	98
	%	17.7%	20.0%	5.5%	3.7%	7.1%	19.2%	42.9%	46.4%
Over $500,000	n	64	1	2	3	8	2	7	28
	%	4.1%	3.9%	2.3%	2.0%	2.0%	1.1%	4.5%	13.3%
Don't Know/Refused	n	49		2	3	3	6	5	4
	%	3.1%		2.2%	2.3%	1.0%	3.0%	3.5%	2.0%
Total N		1550	24	74	125	305	208	154	211
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for by Type of home looking for

		Overall	Type of home					
			New sing fam/New subdivn	New sing fam/Estab nbhd	Pre-owned sing fam < 20 yrs	Pre-owned sing fam > 20 yrs	Condominium	Other
Under $100,000	n	148	14	21	37	24	27	21
	%	9.5%	6.2%	8.1%	8.6%	10.7%	13.9%	13.3%
$100,000- 150,000	n	426	49	63	129	62	67	45
	%	27.5%	21.6%	24.2%	29.5%	27.1%	34.8%	28.5%
$150,000- 200,000	n	377	62	64	108	51	53	26
	%	24.3%	27.4%	24.7%	24.8%	22.4%	27.1%	16.7%
$200,000- 250,000	n	213	34	47	54	27	20	25
	%	13.7%	15.1%	17.8%	12.4%	11.7%	10.5%	15.8%
$250,000- 500,000	n	274	50	45	80	47	12	33
	%	17.7%	21.9%	17.1%	18.4%	20.5%	6.2%	21.1%
Over $500,000	n	64	10	14	20	9	7	5
	%	4.1%	4.3%	5.2%	4.6%	3.8%	3.5%	3.1%
Don't Know/Refused	n	49	8	8	8	9	8	2
	%	3.1%	3.4%	2.9%	1.8%	3.7%	4.0%	1.4%
Total N_____		1550	227	261	436	228	194	157
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Price of home looking for by Current residence of respondent

			Overall	Area of residence in Canada				
				Halifax	Montréal	Toronto	Calgary	Vancouver
	Under $100,000	n	148	59	53	9	16	10
		%	9.5%	20.9%	24.6%	2.6%	4.3%	3.0%
	$100,000- 150,000	n	426	129	87	50	132	28
		%	27.5%	45.3%	40.0%	14.5%	34.3%	8.9%
	$150,000- 200,000	n	377	52	40	89	129	67
		%	24.3%	18.4%	18.6%	25.7%	33.5%	21.0%
	$200,000- 250,000	n	213	16	9	76	50	62
		%	13.7%	5.5%	4.2%	22.1%	13.0%	19.3%
	$250,000- 500,000	n	274	12	8	95	41	119
		%	17.7%	4.1%	3.6%	27.6%	10.7%	37.1%
	Over $500,000	n	64	8	10	15	12	18
		%	4.1%	3.0%	4.6%	4.4%	3.2%	5.5%
	Don't Know/Refused	n	49	8	9	11	4	16
		%	3.1%	2.8%	4.4%	3.0%	1.1%	5.1%
Total	N_____		1550	284	217	346	385	319
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Those intending to purchase] [Data are weighted]

Circumstances which would delay purchase by Household Income

Barriers		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
> ECONOMIC	n	253	58	69	53	26	26
	%	37.7%	46.9%	37.5%	42.6%	38.9%	30.6%
Change in hhold financial/job situation	n	216	54	54	47	20	23
	%	32.2%	44.2%	29.0%	37.9%	30.1%	27.7%
Interest rates	n	45	5	17	10	6	4
	%	6.7%	4.2%	9.0%	8.1%	8.8%	4.8%
> HOUSING MARKET	n	195	21	56	39	26	32
	%	29.1%	16.9%	30.0%	31.7%	39.0%	37.3%
Poor price for existing home/Cannot sell	n	71	8	15	16	10	16
	%	10.7%	6.8%	7.9%	13.3%	15.1%	18.8%
Home prices too expensive	n	61	4	20	12	13	3
	%	9.1%	3.2%	10.7%	9.4%	19.2%	4.0%
Cannot find the right home	n	67	8	23	12	3	12
	%	9.9%	6.9%	12.3%	9.6%	4.6%	14.5%
> PERSONAL	n	52	4	15	7	5	14
	%	7.8%	3.4%	8.0%	5.8%	7.7%	16.8%
No longer need to move	n	3	1	1	1		
	%	.5%	.7%	.7%	.7%		
Renovate existing home	n	1		1			
	%	.1%		.5%			
Just bought a home	n	18	2	5	4	2	4
	%	2.7%	1.4%	2.6%	2.9%	2.8%	4.2%
Death/Death of family member	n	16	0	6	1	1	5
	%	2.4%	.2%	3.3%	.7%	1.3%	6.0%
Develop health/mobility problems	n	13	1	2	2	2	6
	%	2.0%	1.1%	1.0%	1.5%	3.6%	6.6%
> OTHER	n	202	42	53	31	15	20
	%	30.1%	34.4%	28.5%	25.2%	22.8%	23.7%

[BASE=Those intending to purchase (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances which would delay purchase by Household Income (Continued...)

Barriers		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Miscellaneous delay factors	n	55	10	13	12	3	4
	%	8.2%	8.2%	6.9%	10.1%	4.9%	4.6%
Nothing	n	65	13	17	11	7	8
	%	9.6%	10.4%	9.2%	8.9%	10.5%	9.0%
Don't Know/Refused	n	82	19	23	8	5	9
	%	12.3%	15.8%	12.4%	6.3%	7.4%	10.1%

[BASE=Those intending to purchase (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase by Own/rent and Household size

Barriers		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
> ECONOMIC	n	253	61	191	64	69	41	77
	%	37.7%	22.1%	48.6%	47.5%	34.2%	33.0%	38.0%
Change in hhold financial/job situation	n	216	49	168	54	58	35	66
	%	32.2%	17.5%	42.6%	40.3%	29.1%	28.2%	32.7%
Interest rates	n	45	14	31	13	12	7	13
	%	6.7%	5.2%	7.8%	9.8%	6.0%	5.5%	6.5%
> HOUSING MARKET	n	195	102	94	40	56	46	54
	%	29.1%	36.7%	23.8%	29.7%	27.7%	36.8%	26.6%
Poor price for existing home/Cannot sell	n	71	62	9	6	14	28	24
	%	10.7%	22.5%	2.3%	4.2%	7.0%	22.1%	11.9%
Home prices too expensive	n	61	18	43	22	16	9	15
	%	9.1%	6.5%	11.0%	16.3%	7.8%	7.0%	7.3%
Cannot find the right home	n	67	22	45	14	28	10	15
	%	9.9%	7.9%	11.3%	10.1%	13.9%	7.7%	7.7%
> PERSONAL	n	52	23	29	10	18	9	14
	%	7.8%	8.2%	7.4%	7.8%	9.2%	7.6%	6.7%
No longer need to move	n	3	3	1			1	3
	%	.5%	1.0%	.2%			.6%	1.3%
Renovate existing home	n	1		1				1
	%	.1%		.2%				.4%
Just bought a home	n	18	10	8		8	5	5
	%	2.7%	3.6%	2.1%		4.2%	4.4%	2.3%
Death/Death of family member	n	16	6	10	4	6	2	3
	%	2.4%	2.2%	2.5%	3.0%	3.2%	1.9%	1.5%
Develop health/mobility problems	n	13	4	9	6	4	1	2
	%	2.0%	1.5%	2.4%	4.8%	1.8%	.7%	1.2%
> OTHER	n	202	99	103	30	69	34	64
	%	30.1%	35.8%	26.2%	22.3%	34.2%	27.0%	31.5%

[BASE=Those intending to purchase (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances which would delay purchase by Own/rent and Household size (Continued...)

Barriers		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
Miscellaneous delay factors	n	55	25	30	15	16	6	17
	%	8.2%	9.0%	7.7%	11.2%	8.1%	4.9%	8.4%
Nothing	n	65	42	23	6	27	11	20
	%	9.6%	15.2%	5.7%	4.5%	13.6%	8.7%	10.1%
Don't Know/Refused	n	82	32	50	9	25	17	26
	%	12.3%	11.6%	12.7%	6.6%	12.6%	13.4%	13.0%

[BASE=Those intending to purchase (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons did not purchase by Household Income

Reasons		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
> ECONOMIC	n	895	456	216	90	41	28
	%	46.7%	63.0%	46.9%	35.2%	32.4%	21.5%
Change in hhold financial situation	n	378	208	88	27	17	9
	%	19.7%	28.7%	19.0%	10.6%	13.5%	6.5%
Change in household job situation	n	91	43	22	11	4	4
	%	4.8%	5.9%	4.8%	4.5%	2.8%	2.8%
Cannot afford down payment	n	156	81	51	8	6	1
	%	8.2%	11.2%	11.2%	3.2%	4.6%	.6%
Interest rates	n	24	8	8	4		3
	%	1.2%	1.1%	1.7%	1.5%		2.4%
Cannot afford/Financial (unspec)	n	223	114	43	29	12	9
	%	11.6%	15.8%	9.3%	11.2%	9.3%	7.1%
Economy (unspec)	n	27	9	4	6	2	2
	%	1.4%	1.2%	.9%	2.2%	1.8%	1.2%
Pay off existing loans/Mortgage	n	15	4	4	5	1	1
	%	.8%	.5%	.9%	1.8%	1.1%	.7%
Cannot get mortgage	n	17	13	1	3		
	%	.9%	1.7%	.2%	1.1%		
> HOUSING MARKET	n	378	100	104	65	30	39
	%	19.7%	13.8%	22.7%	25.4%	23.2%	29.8%
Home prices too expensive	n	231	80	66	32	13	18
	%	12.1%	11.1%	14.3%	12.4%	9.9%	13.3%
Cannot sell existing home	n	31	2	7	8	3	4
	%	1.6%	.3%	1.4%	3.1%	2.2%	3.2%
Cannot find the right home	n	87	15	16	19	11	16
	%	4.5%	2.1%	3.4%	7.3%	8.7%	12.0%
Market (unspec)	n	37	3	17	7	3	3
	%	1.9%	.5%	3.8%	2.9%	2.4%	2.0%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons did not purchase by Household Income (Continued...)

Reasons		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
> PERSONAL	n	624	153	143	105	58	68
	%	32.5%	21.1%	31.2%	40.8%	45.5%	51.6%
Satisfied with existing home	n	74	15	13	16	9	6
	%	3.8%	2.0%	2.7%	6.1%	6.9%	4.9%
Like my neighbourhood	n	30	8	5	7	3	4
	%	1.6%	1.1%	1.0%	2.8%	2.7%	2.8%
No longer need to move	n	23	3	10	1	2	2
	%	1.2%	.4%	2.2%	.5%	1.9%	1.2%
Hate moving	n	11		3	3	1	3
	%	.6%		.6%	1.2%	.5%	2.1%
Kids moved back/moved away	n	8		1	4		3
	%	.4%		.2%	1.4%		2.2%
Just renovated existing home	n	16	3	3	2		4
	%	.8%	.5%	.6%	.9%		2.8%
Just bought a home	n	171	26	40	34	20	27
	%	8.9%	3.6%	8.8%	13.4%	15.9%	20.3%
Not ready/Not the right time	n	175	54	36	26	12	14
	%	9.1%	7.5%	7.9%	10.2%	9.7%	10.6%
Unsure of final destination	n	30	9	10	4	3	1
	%	1.5%	1.2%	2.1%	1.7%	2.7%	.7%
Personal reasons	n	45	12	16	4	5	5
	%	2.4%	1.7%	3.4%	1.5%	4.2%	4.0%
In school/Children in school	n	28	14	5	5	1	3
	%	1.5%	1.9%	1.2%	2.1%	.4%	1.9%
Age: Too old/young	n	22	13	1	2		
	%	1.2%	1.8%	.3%	.8%		
Location/Close to work	n	12	1	4	3	1	2
	%	.6%	.1%	.8%	1.2%	.7%	1.1%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons did not purchase by Household Income (Continued...)

Reasons		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
> OTHER	n	93	36	15	12	4	6
	%	4.8%	4.9%	3.2%	4.8%	3.2%	4.5%
Miscellaneous	n	44	21	8	5	2	1
	%	2.3%	2.9%	1.8%	1.8%	1.8%	1.0%
Don't Know/Refused	n	49	15	6	8	2	5
	%	2.5%	2.0%	1.4%	3.0%	1.4%	3.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons did not purchase by Own/rent and Household size

Reasons		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
> ECONOMIC	n	895	191	704	239	270	172	209
	%	46.7%	22.4%	66.2%	53.8%	48.2%	47.6%	38.8%
Change in hhold financial situation	n	378	73	305	104	127	67	79
	%	19.7%	8.5%	28.7%	23.3%	22.6%	18.7%	14.6%
Change in household job situation	n	91	22	69	31	20	21	18
	%	4.8%	2.6%	6.5%	7.0%	3.6%	5.9%	3.4%
Cannot afford down payment	n	156	21	135	42	48	28	37
	%	8.2%	2.5%	12.7%	9.4%	8.6%	7.9%	6.9%
Interest rates	n	24	10	14	7	9	2	6
	%	1.2%	1.1%	1.3%	1.6%	1.6%	.6%	1.1%
Cannot afford/Financial (unspec)	n	223	45	178	54	62	49	58
	%	11.6%	5.3%	16.7%	12.2%	11.1%	13.7%	10.3%
Economy (unspec)	n	27	15	12	8	1	5	13
	%	1.4%	1.7%	1.2%	1.7%	.1%	1.3%	2.4%
Pay off existing loans/Mortgage	n	15	9	6	2	5	2	6
	%	.8%	1.0%	.6%	.4%	.9%	.6%	1.1%
Cannot get mortgage	n	17	1	17	8	5	1	3
	%	.9%	.1%	1.6%	1.8%	.9%	.4%	.6%
> HOUSING MARKET	n	378	204	174	68	103	84	120
	%	19.7%	23.9%	16.3%	15.2%	18.5%	23.4%	22.2%
Home prices too expensive	n	231	90	142	38	69	50	72
	%	12.1%	10.5%	13.3%	8.4%	12.4%	13.9%	13.4%
Cannot sell existing home	n	31	29	2	7	7	11	7
	%	1.6%	3.4%	.2%	1.5%	1.2%	3.1%	1.2%
Cannot find the right home	n	87	64	22	12	23	18	32
	%	4.5%	7.5%	2.1%	2.6%	4.1%	5.1%	6.0%
Market (unspec)	n	37	29	8	14	6	7	9
	%	1.9%	3.4%	.8%	3.2%	1.2%	2.0%	1.7%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons did not purchase by Own/rent and Household size (Continued...)

Reasons		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
> PERSONAL	n	624	435	189	134	185	96	205
	%	32.5%	50.9%	17.7%	30.1%	33.1%	26.7%	38.0%
Satisfied with existing home	n	74	64	10	17	15	14	26
	%	3.8%	7.5%	1.0%	3.8%	2.7%	3.8%	4.8%
Like my neighbourhood	n	30	28	3	4	7	3	16
	%	1.6%	3.2%	.3%	1.0%	1.3%	.8%	3.0%
No longer need to move	n	23	18	4	6	6	4	7
	%	1.2%	2.1%	.4%	1.3%	1.1%	1.0%	1.3%
Hate moving	n	11	11		2	1	1	6
	%	.6%	1.3%		.5%	.1%	.4%	1.1%
Kids moved back/moved away	n	8	5	3		1	1	7
	%	.4%	.6%	.3%		.1%	.2%	1.3%
Just renovated existing home	n	16	16			5	1	10
	%	.8%	1.8%			.9%	.2%	1.8%
Just bought a home	n	171	162	8	33	51	26	60
	%	8.9%	19.0%	.8%	7.4%	9.2%	7.2%	11.2%
Not ready/Not the right time	n	175	94	81	38	62	31	44
	%	9.1%	11.0%	7.6%	8.6%	11.0%	8.6%	8.1%
Unsure of final destination	n	30	3	26	7	8	7	7
	%	1.5%	.4%	2.5%	1.7%	1.4%	1.9%	1.4%
Personal reasons	n	45	22	24	13	13	6	14
	%	2.4%	2.6%	2.2%	3.0%	2.3%	1.6%	2.5%
In school/Children in school	n	28	8	21	7	8	2	11
	%	1.5%	.9%	1.9%	1.6%	1.5%	.7%	2.0%
Age: Too old/young	n	22	11	11	8	7	5	2
	%	1.2%	1.3%	1.0%	1.7%	1.3%	1.3%	.4%
Location/Close to work	n	12	9	3	3	3	4	2
	%	.6%	1.0%	.3%	.6%	.5%	1.0%	.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted (Continued...)

Reasons did not purchase by Own/rent and Household size (Continued...)

Reasons		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
> OTHER	n	93	52	41	20	27	20	24
	%	4.8%	6.0%	3.9%	4.5%	4.9%	5.6%	4.4%
Miscellaneous	n	44	21	23	12	11	11	10
	%	2.3%	2.5%	2.2%	2.7%	2.0%	2.9%	1.9%
Don't Know/Refused	n	49	31	18	8	16	10	13
	%	2.5%	3.6%	1.7%	1.8%	2.8%	2.7%	2.5%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider buying home by Household Income

Inducements		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
> ECONOMIC	n	4228	1967	769	445	234	253
	%	37.2%	48.0%	37.0%	33.6%	34.8%	31.2%
Change in hhold financial/job situation	n	4177	1949	763	432	229	252
	%	36.8%	47.6%	36.7%	32.6%	34.0%	31.0%
Interest rates	n	37	13	5	14	3	
	%	.3%	.3%	.3%	1.1%	.4%	
Improvement in economy	n	26	8	3	3	5	2
	%	.2%	.2%	.1%	.2%	.7%	.2%
> HOUSING MARKET	n	1724	385	405	275	145	155
	%	15.2%	9.4%	19.5%	20.8%	21.5%	19.2%
Good price on existing home/Can sell it	n	218	47	60	39	18	18
	%	1.9%	1.1%	2.9%	3.0%	2.8%	2.2%
Home prices dropped	n	264	65	80	47	23	13
	%	2.3%	1.6%	3.8%	3.6%	3.5%	1.6%
Deterioration/Loss of home/Disaster	n	333	78	65	63	28	31
	%	2.9%	1.9%	3.1%	4.8%	4.1%	3.9%
Found the right home/Suitable location	n	590	143	122	70	46	56
	%	5.2%	3.5%	5.9%	5.3%	6.8%	7.0%
Loss of present home/Disaster	n	198	46	42	30	13	23
	%	1.7%	1.1%	2.0%	2.3%	2.0%	2.9%
Relocating/Moving (unspec)	n	182	26	49	39	19	20
	%	1.6%	.6%	2.4%	2.9%	2.9%	2.5%
Changes/Deterioration of neighbourhood	n	33	3	8	8	1	4
	%	.3%	.1%	.4%	.6%	.2%	.5%
> PERSONAL	n	4418	1488	731	492	233	323
	%	38.9%	36.3%	35.2%	37.2%	34.7%	39.9%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which consider buying home by Household income (Continued...)

Inducements		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Develop health/mobility problems	n	131	63	17	11	8	4
	%	1.2%	1.5%	.8%	.8%	1.2%	.5%
Kids moved back/away/Change in family	n	388	105	81	60	28	49
	%	3.4%	2.6%	3.9%	4.6%	4.2%	6.1%
Never moving again/Nothing/Have a home	n	3217	1102	477	327	159	213
	%	28.3%	26.9%	22.9%	24.7%	23.7%	26.2%
Just bought a home	n	241	47	70	40	19	16
	%	2.1%	1.1%	3.3%	3.1%	2.8%	1.9%
Retirement of self/spouse	n	149	41	21	30	7	15
	%	1.3%	1.0%	1.0%	2.3%	1.0%	1.9%
Graduate/finish school	n	115	86	14	4	2	2
	%	1.0%	2.1%	.7%	.3%	.2%	.2%
> OTHER	n	1700	459	332	206	111	146
	%	15.0%	11.2%	16.0%	15.6%	16.5%	18.0%
Miscellaneous	n	329	89	80	40	25	35
	%	2.9%	2.2%	3.8%	3.0%	3.7%	4.3%
Don't Know/Refused	n	1372	371	253	166	86	111
	%	12.1%	9.0%	12.2%	12.5%	12.8%	13.7%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider buying home by Own/rent and Household size

Inducements		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
> ECONOMIC	n	4228	1912	2316	1175	1155	697	1161
	%	37.2%	26.7%	55.3%	40.7%	33.3%	37.6%	38.9%
Change in hhold financial/job situation	n	4177	1894	2294	1167	1138	689	1144
	%	36.8%	26.3%	54.8%	40.4%	32.9%	37.2%	38.3%
Interest rates	n	37	23	14	3	11	10	13
	%	.3%	.3%	.3%	.1%	.3%	.5%	.4%
Improvement in economy	n	26	12	15	8	9	2	7
	%	.2%	.2%	.3%	.3%	.3%	.1%	.2%
> HOUSING MARKET	n	1724	1448	276	288	556	352	505
	%	15.2%	20.2%	6.6%	10.0%	16.1%	19.0%	16.9%
Good price on existing home/Can sell it	n	218	199	19	34	60	35	88
	%	1.9%	2.8%	.5%	1.2%	1.7%	1.9%	3.0%
Home prices dropped	n	264	157	107	41	85	54	82
	%	2.3%	2.2%	2.6%	1.4%	2.5%	2.9%	2.7%
Deterioration/Loss of home/Disaster	n	333	318	15	48	133	69	81
	%	2.9%	4.4%	.4%	1.7%	3.8%	3.7%	2.7%
Found the right home/Suitable location	n	590	523	67	100	182	132	166
	%	5.2%	7.3%	1.6%	3.5%	5.2%	7.1%	5.6%
Loss of present home/Disaster	n	198	186	12	26	77	43	50
	%	1.7%	2.6%	.3%	.9%	2.2%	2.3%	1.7%
Relocating/Moving (unspec)	n	182	124	58	37	55	35	53
	%	1.6%	1.7%	1.4%	1.3%	1.6%	1.9%	1.8%
Changes/Deterioration of neighbourhood	n	33	33		4	8	4	17
	%	.3%	.5%		.1%	.2%	.2%	.6%
> PERSONAL	n	4418	3119	1299	1227	1463	645	1005
	%	38.9%	43.5%	31.0%	42.5%	42.2%	34.8%	33.7%
Develop health/mobility problems	n	131	119	12	46	57	17	9
	%	1.2%	1.7%	.3%	1.6%	1.6%	.9%	.3%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which consider buying home by Own/rent and Household size (Continued...)

Inducements		Overall	Own or Rent Home		Household size			
			Own	Rent	1 person	2	3	4 or more
Kids moved back/away/Change in family	n	388	284	104	80	114	59	134
	%	3.4%	4.0%	2.5%	2.8%	3.3%	3.2%	4.5%
Never moving again/Nothing/Have a home	n	3217	2280	937	962	1053	447	687
	%	28.3%	31.8%	22.4%	33.3%	30.4%	24.1%	23.0%
Just bought a home	n	241	237	4	29	67	50	93
	%	2.1%	3.3%	.1%	1.0%	1.9%	2.7%	3.1%
Retirement of self/spouse	n	149	109	40	41	53	31	25
	%	1.3%	1.5%	1.0%	1.4%	1.5%	1.7%	.8%
Graduate/finish school	n	115	3	112	29	55	15	16
	%	1.0%	.0%	2.7%	1.0%	1.6%	.8%	.5%
> OTHER	n	1700	1174	526	360	521	291	489
	%	15.0%	16.4%	12.6%	12.5%	15.0%	15.7%	16.4%
Miscellaneous	n	329	169	160	89	106	62	68
	%	2.9%	2.4%	3.8%	3.1%	3.1%	3.3%	2.3%
Don't Know/Refused	n	1372	1006	366	271	415	229	421
	%	12.1%	14.0%	8.7%	9.4%	12.0%	12.4%	14.1%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Renovation Intentions by Household Income

			Overall	Total household income				
				$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
	Strong (Ready to Renovate)	n	1290	157	296	271	168	209
		%	14.7%	8.8%	16.2%	19.2%	22.0%	21.6%
	Moderate (Thinking of Renovating)	n	1265	188	311	246	142	150
		%	14.4%	10.6%	17.0%	17.5%	18.6%	15.5%
	Potential Renovator	n	1277	296	277	218	109	115
		%	14.6%	16.7%	15.1%	15.5%	14.2%	11.9%
	Non-Intender	n	4931	1134	947	673	345	493
		%	56.3%	63.9%	51.7%	47.8%	45.1%	51.0%
Total	N		8762	1775	1832	1408	764	967
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All owners] [Data are weighted]

Renovation intentions by Household size

		Overall	Household size			
			1 person	2	3	4 or more
Strong (Ready to Renovate)	n	1290	140	359	262	522
	%	14.7%	10.9%	13.3%	16.2%	17.3%
Moderate (Thinking of Renovating)	n	1265	149	338	263	506
	%	14.4%	11.6%	12.5%	16.2%	16.7%
Potential Renovator	n	1277	170	365	254	476
	%	14.6%	13.2%	13.5%	15.7%	15.8%
Non-Intender	n	4931	826	1639	842	1517
	%	56.3%	64.3%	60.7%	52.0%	50.2%
Total N		8762	1286	2701	1622	3020
%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All owners] [Data are weighted]

Renovation intentions by Type of renovation

		Overall	Type of renovation						
			Paint/Wallpaper	Kitchen	Bathroom	Carpets/Flooring	Basem/Attic Conv/Add	Exter Const/Repair	All Others
Strong (Ready to Renovate)	n	1290	381	106	112	135	135	165	220
	%	14.7%	26.0%	39.6%	35.9%	39.9%	34.8%	41.4%	40.9%
Moderate (Thinking of Renovating)	n	1265	579	76	104	89	123	116	147
	%	14.4%	39.5%	28.5%	33.2%	26.4%	31.6%	29.0%	27.2%
Potential Renovator	n	1277	505	86	97	114	130	118	172
	%	14.6%	34.5%	32.0%	30.9%	33.7%	33.5%	29.6%	31.9%
Non-Intender	n	4931							
	%	56.3%							
Total N		8762	1465	268	313	337	387	399	539
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Renovation Intentions by Amount intending to spend

		Overall	Amount intending to spend				
			Up to $500	$ 500 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
Strong (Ready to Renovate)	n	1290	137	263	268	151	166
	%	14.7%	19.9%	39.2%	47.9%	43.9%	48.0%
Moderate (Thinking of Renovating)	n	1265	302	234	157	108	67
	%	14.4%	43.8%	34.9%	28.1%	31.5%	19.3%
Potential Renovator	n	1277	250	174	134	85	113
	%	14.6%	36.3%	25.9%	24.0%	24.6%	32.7%
Non-Intender	n	4931					
	%	56.3%					
Total N		8762	689	671	558	344	346
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Renovation Intentions by Who will do renovations

		Overall	Who will do renovation						
			Do it yourself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Someone else
Strong (Ready to Renovate)	n	1290	530	313	59	159	173	6	28
	%	14.7%	29.4%	43.0%	31.8%	36.4%	37.6%	37.8%	26.8%
Moderate (Thinking of Renovating)	n	1265	730	186	62	116	114	5	32
	%	14.4%	40.8%	25.5%	33.4%	26.5%	24.8%	30.8%	30.0%
Potential Renovator	n	1277	540	229	65	163	173	5	46
	%	14.6%	30.0%	31.4%	34.8%	37.1%	37.6%	31.5%	43.5%
Non-Intender	n	4931							
	%	56.3%							
Total N		8762	1800	728	187	438	459	17	106
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Renovation intentions by Current residence of respondent

			Overall	Area of residence in Canada				
				Halifax	Montréal	Toronto	Calgary	Vancouver
	Strong (Ready to Renovate)	n	1290	354	186	239	279	232
		%	14.7%	19.7%	12.7%	13.6%	14.2%	13.0%
	Moderate (Thinking of Renovating)	n	1265	313	190	260	270	232
		%	14.4%	17.4%	13.0%	14.8%	13.7%	13.0%
	Potential Renovator	n	1277	303	148	302	288	236
		%	14.6%	16.8%	10.1%	17.2%	14.6%	13.3%
	Non-Intender	n	4931	827	939	953	1130	1082
		%	56.3%	46.0%	64.2%	54.3%	57.5%	60.7%
Total	N		8762	1797	1463	1754	1966	1782
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Type of renovations planned by Household Income

		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Paint/Wallpaper	n	1465	276	346	243	150	148
	%	38.8%	43.6%	39.6%	33.5%	36.2%	31.6%
Kitchen	n	268	23	53	61	48	45
	%	7.1%	3.7%	6.0%	8.4%	11.5%	9.5%
Bathroom	n	313	38	71	78	31	50
	%	8.3%	6.0%	8.1%	10.7%	7.5%	10.7%
Carpets/Flooring	n	337	58	85	66	43	38
	%	8.9%	9.2%	9.7%	9.1%	10.3%	8.2%
Basem/Attic Conv/Add	n	387	41	92	96	50	60
	%	10.2%	6.5%	10.5%	13.2%	12.0%	12.7%
Exterior Decorating	n	62	9	15	13	5	9
	%	1.6%	1.4%	1.7%	1.8%	1.1%	1.9%
Build/Fix Structures	n	35	8	5	7	8	5
	%	.9%	1.2%	.6%	.9%	1.8%	1.0%
Constr/Landscaping	n	178	33	47	36	13	26
	%	4.7%	5.2%	5.4%	5.0%	3.2%	5.6%
Windows/Doors	n	160	35	35	31	21	19
	%	4.2%	5.5%	4.0%	4.2%	5.1%	4.1%
Roofing	n	125	27	38	18	9	11
	%	3.3%	4.2%	4.3%	2.5%	2.1%	2.3%
Equipment	n	29	7	8	5	3	2
	%	.8%	1.2%	.9%	.6%	.8%	.5%
Elect/Wiring/Lights	n	120	27	14	18	13	26
	%	3.2%	4.3%	1.6%	2.5%	3.1%	5.6%
Other	n	303	50	66	55	22	30
	%	8.0%	7.9%	7.6%	7.6%	5.4%	6.3%

[BASE=Owners intending to renovate] [Data are weighted] (Continued...)

Type of renovations planned by Household Income (Continued...)

	Overall	Total household income				
		$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Total N	3782	631	874	727	415	469
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Type of renovations planned by Household size

		Overall	Household size			
			1 person	2	3	4 or more
Paint/Wallpaper	n	1465	208	426	270	549
	%	38.8%	45.8%	40.6%	35.2%	37.0%
Kitchen	n	268	25	82	53	108
	%	7.1%	5.5%	7.8%	6.9%	7.3%
Bathroom	n	313	22	89	73	126
	%	8.3%	4.7%	8.5%	9.5%	8.5%
Carpets/Flooring	n	337	36	91	74	133
	%	8.9%	8.0%	8.7%	9.7%	8.9%
Basem/Attic Conv/Add	n	387	25	79	82	201
	%	10.2%	5.6%	7.6%	10.7%	13.5%
Exterior Decorating	n	62	9	20	16	17
	%	1.6%	1.9%	1.9%	2.1%	1.1%
Build/Fix Structures	n	35	5	10	5	16
	%	.9%	1.0%	1.0%	.6%	1.1%
Constr/Landscaping	n	178	16	39	46	76
	%	4.7%	3.5%	3.7%	6.0%	5.1%
Windows/Doors	n	160	15	53	33	59
	%	4.2%	3.2%	5.1%	4.3%	4.0%
Roofing	n	125	25	23	28	48
	%	3.3%	5.5%	2.1%	3.7%	3.2%
Equipment	n	29	8	10	4	8
	%	.8%	1.7%	.9%	.5%	.5%
Elect/Wiring/Lights	n	120	21	33	22	44
	%	3.2%	4.6%	3.2%	2.8%	3.0%

[BASE=Owners intending to renovate] [Data are weighted] (Continued...)

Type of renovations planned by Household size (Continued...)

			Overall	Household size			
				1 person	2	3	4 or more
	Other	n	303	41	94	61	99
		%	8.0%	9.0%	8.9%	8.0%	6.7%
Total	N		3782	455	1050	767	1483
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Type of renovations planned by Amount intending to spend

		Overall	Amount intending to spend				
			Up to $500	$ 500 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
Paint/Wallpaper	n	1465	555	262	110	33	15
	%	38.8%	81.0%	39.4%	19.9%	9.6%	4.3%
Kitchen	n	268	5	22	48	51	63
	%	7.1%	.8%	3.4%	8.7%	15.0%	18.5%
Bathroom	n	313	18	49	75	48	39
	%	8.3%	2.6%	7.4%	13.6%	14.1%	11.4%
Carpets/Flooring	n	337	23	78	81	33	24
	%	8.9%	3.3%	11.7%	14.6%	9.8%	7.0%
Basem/Attic Conv/Add	n	387	10	45	68	62	91
	%	10.2%	1.4%	6.7%	12.3%	18.2%	26.6%
Exterior Decorating	n	62	9	11	8	4	5
	%	1.6%	1.3%	1.7%	1.4%	1.3%	1.5%
Build/Fix Structures	n	35	0	1	3	9	12
	%	.9%	.1%	.2%	.5%	2.6%	3.4%
Constr/Landscaping	n	178	12	46	42	28	17
	%	4.7%	1.7%	6.9%	7.6%	8.2%	5.0%
Windows/Doors	n	160	5	38	31	25	16
	%	4.2%	.8%	5.7%	5.6%	7.2%	4.8%
Roofing	n	125	6	27	26	16	20
	%	3.3%	.8%	4.0%	4.8%	4.6%	5.8%
Equipment	n	29	0	4	8	5	2
	%	.8%	.0%	.7%	1.5%	1.4%	.5%
Elect/Wiring/Lights	n	120	18	23	18	12	12
	%	3.2%	2.6%	3.4%	3.2%	3.7%	3.5%
Other	n	303	25	59	35	14	27
	%	8.0%	3.7%	8.9%	6.3%	4.2%	7.8%

[BASE=Owners intending to renovate] [Data are weighted] (Continued...)

Type of renovations planned by Amount intending to spend (Continued...)

	Overall	Amount intending to spend				
		Up to $500	$ 500 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
Total N	3782	686	664	553	339	342
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Type of renovations planned by Who will do renovations

			Who will do renovation						
		Overall	Do it yourself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Someone else
Paint/Wallpaper	n	1465	1002	155	84	129	53	1	18
	%	38.8%	56.1%	21.7%	45.2%	29.6%	11.7%	4.0%	17.7%
Kitchen	n	268	84	70	15	19	59	3	11
	%	7.1%	4.7%	9.9%	8.2%	4.3%	13.1%	15.3%	10.9%
Bathroom	n	313	119	83	17	38	45	1	5
	%	8.3%	6.7%	11.7%	9.2%	8.4%	10.0%	4.0%	4.6%
Carpets/Flooring	n	337	94	82	22	67	49		16
	%	8.9%	5.2%	11.5%	11.8%	15.5%	10.8%		15.9%
Basem/Attic Conv/Add	n	387	141	122	13	32	52	7	12
	%	10.2%	7.9%	17.2%	7.2%	7.3%	11.4%	38.1%	11.7%
Exterior Decorating	n	62	20	6	5	9	16		4
	%	1.6%	1.1%	.8%	2.8%	2.1%	3.6%		3.6%
Build/Fix Structures	n	35	13	10	1	4	6		1
	%	.9%	.7%	1.4%	.7%	.8%	1.4%		.7%
Constr/Landscaping	n	178	65	49	8	15	26	3	3
	%	4.7%	3.7%	6.9%	4.4%	3.4%	5.7%	15.5%	2.8%
Windows/Doors	n	160	43	26	4	28	51	2	5
	%	4.2%	2.4%	3.6%	2.2%	6.5%	11.3%	9.2%	5.0%
Roofing	n	125	19	25	4	28	45		3
	%	3.3%	1.1%	3.5%	2.1%	6.4%	9.9%		2.7%
Equipment	n	29	5	10		9	2		3
	%	.8%	.3%	1.5%		2.0%	.5%		3.2%
Elect/Wiring/Lights	n	120	52	17	3	23	10	1	9
	%	3.2%	2.9%	2.4%	1.8%	5.2%	2.2%	5.0%	8.7%
Other	n	303	128	57	9	37	39	2	13
	%	8.0%	7.2%	8.0%	4.6%	8.5%	8.6%	8.9%	12.5%
Total N		3782	1785	712	188	435	453	17	104
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Type of renovations planned by Current residence of respondent

		Overall	Area of residence in Canada				
			Halifax	Montréal	Toronto	Calgary	Vancouver
Paint/Wallpaper	n	1465	365	160	320	293	327
	%	38.8%	38.5%	30.6%	40.8%	35.3%	47.2%
Kitchen	n	268	55	27	70	63	53
	%	7.1%	5.8%	5.1%	9.0%	7.6%	7.6%
Bathroom	n	313	59	64	67	74	49
	%	8.3%	6.2%	12.2%	8.6%	8.9%	7.0%
Carpets/Flooring	n	337	82	43	64	77	71
	%	8.9%	8.6%	8.3%	8.1%	9.3%	10.3%
Basem/Attic Conv/Add	n	387	81	50	86	128	44
	%	10.2%	8.5%	9.5%	10.9%	15.4%	6.3%
Exterior Decorating	n	62	16	10	4	20	11
	%	1.6%	1.7%	2.0%	.6%	2.4%	1.6%
Build/Fix Structures	n	35	5	6	8	10	5
	%	.9%	.6%	1.2%	1.1%	1.3%	.7%
Constr/Landscaping	n	178	57	19	27	46	29
	%	4.7%	6.0%	3.7%	3.4%	5.5%	4.2%
Windows/Doors	n	160	67	38	24	22	9
	%	4.2%	7.1%	7.2%	3.0%	2.7%	1.3%
Roofing	n	125	41	33	19	13	19
	%	3.3%	4.3%	6.4%	2.4%	1.5%	2.7%
Equipment	n	29	3	8	9	8	1
	%	.8%	.4%	1.5%	1.1%	1.0%	.1%
Elect/Wiring/Lights	n	120	35	12	28	19	26
	%	3.2%	3.7%	2.2%	3.5%	2.3%	3.8%
Other	n	303	83	52	59	58	50
	%	8.0%	8.8%	10.0%	7.6%	7.0%	7.2%

[BASE=Owners intending to renovate] [Data are weighted] (Continued...)

Type of renovations planned by Current residence of respondent (Continued...)

	Overall	Area of residence in Canada				
		Halifax	Montréal	Toronto	Calgary	Vancouver
Total N	3782	950	523	784	832	694
%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Who will do renovations by Household income

		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Do it yourself	n	1800	308	489	391	189	134
	%	47.0%	48.1%	53.0%	53.3%	45.2%	28.3%
Some contracted help	n	728	98	166	146	87	109
	%	19.0%	15.2%	18.7%	19.8%	20.7%	23.1%
General handyman	n	187	47	52	23	14	21
	%	4.9%	7.4%	5.9%	3.1%	3.4%	4.4%
Skilled tradesperson	n	438	87	73	58	49	77
	%	11.4%	13.5%	8.2%	7.9%	11.7%	16.4%
General contractor	n	459	65	80	81	63	99
	%	12.0%	10.1%	9.0%	11.0%	15.1%	20.9%
Architect/ Engineer	n	17	1	5	3	1	3
	%	.4%	.1%	.6%	.4%	.3%	.7%
Someone else	n	106	26	20	18	12	17
	%	2.8%	4.1%	2.2%	2.5%	2.8%	3.5%
Don't Know/Refused	n	97	10	21	15	4	13
	%	2.5%	1.5%	2.3%	2.1%	.9%	2.8%
Total N		3831	641	885	735	419	474
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Who will do renovations by Household size

			Overall	Household size			
				1 person	2	3	4 or more
	Do it yourself	n	1800	167	471	383	771
		%	47.0%	36.2%	44.4%	49.2%	51.3%
	Some contracted help	n	728	75	202	139	307
		%	19.0%	16.2%	19.1%	17.9%	20.4%
	General handyman	n	187	36	64	27	56
		%	4.9%	7.9%	6.0%	3.5%	3.7%
	Skilled tradesperson	n	438	86	131	85	133
		%	11.4%	18.6%	12.4%	10.9%	8.9%
	General contractor	n	459	57	124	102	173
		%	12.0%	12.4%	11.6%	13.1%	11.5%
	Architect/ Engineer	n	17	2	5	5	6
		%	.4%	.3%	.4%	.6%	.4%
	Someone else	n	108	21	41	22	22
		%	2.8%	4.5%	3.8%	2.8%	1.5%
	Don't Know/Refused	n	97	16	24	15	34
		%	2.5%	3.5%	2.3%	2.0%	2.3%
Total	N		3831	460	1062	779	1503
	%		100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Who will do renovations by Amount intending to spend

			Overall	Amount intending to spend				
				Up to $500	$ 500 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Do it yourself	n	1800	586	329	207	85	61
		%	47.0%	85.0%	49.0%	37.0%	24.7%	17.7%
	Some contracted help	n	728	26	130	125	92	106
		%	19.0%	3.7%	19.4%	22.4%	26.7%	30.6%
	General handyman	n	187	17	43	38	19	8
		%	4.9%	2.5%	6.5%	6.8%	5.5%	2.2%
	Skilled tradesperson	n	438	40	91	76	46	44
		%	11.4%	5.9%	13.6%	13.7%	13.4%	12.8%
	General contractor	n	459	8	49	85	86	98
		%	12.0%	1.2%	7.3%	15.3%	25.1%	28.3%
	Architect/ Engineer	n	17	1	1		2	7
		%	.4%	.2%	.1%		.6%	1.9%
	Someone else	n	106	9	17	20	12	10
		%	2.8%	1.3%	2.5%	3.6%	3.5%	3.0%
	Don't Know/Refused	n	97	1	11	7	2	12
		%	2.5%	.2%	1.6%	1.2%	.5%	3.4%
Total	N		3831	689	671	558	344	346
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Who will do renovations by Type of renovation planned

			Overall	Type of renovation						
				Paint/Wallpaper	Kitchen	Bathroom	Carpets/Flooring	Basem/Attic Conv/Add	Exter Const/Repair	All Others
	Do it yourself	n	1800	1002	84	119	94	141	118	197
		%	47.0%	68.3%	31.6%	38.1%	27.7%	36.3%	29.4%	36.6%
	Some contracted help	n	728	155	70	83	82	122	89	104
		%	19.0%	10.6%	26.3%	26.6%	24.2%	31.6%	22.4%	19.3%
	General handyman	n	187	84	15	17	22	13	18	15
		%	4.9%	5.7%	5.7%	5.5%	6.5%	3.5%	4.5%	2.7%
	Skilled tradesperson	n	438	129	19	36	67	32	56	81
		%	11.4%	8.8%	7.0%	11.6%	20.0%	8.2%	13.9%	15.0%
	General contractor	n	459	53	59	45	49	52	93	94
		%	12.0%	3.6%	22.2%	14.4%	14.4%	13.3%	23.3%	17.5%
	Architect/ Engineer	n	17	1	3	1		7	3	4
		%	.4%	.0%	1.0%	.2%		1.7%	.7%	.7%
	Someone else	n	106	18	11	5	16	12	10	27
		%	2.8%	1.3%	4.2%	1.5%	4.9%	3.1%	2.5%	5.1%
	Don't Know/Refused	n	97	24	6	6	8	9	13	16
		%	2.5%	1.7%	2.1%	2.0%	2.3%	2.3%	3.2%	3.0%
Total	N_____		3831	1465	268	313	337	387	399	539
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Who will do renovations by Current residence of respondent

			Overall	Area of residence in Canada				
				Halifax	Montréal	Toronto	Calgary	Vancouver
	Do it yourself	n	1800	473	258	329	391	350
		%	47.0%	48.8%	49.1%	41.0%	46.7%	50.1%
	Some contracted help	n	728	195	104	146	183	100
		%	19.0%	20.1%	19.8%	18.2%	21.9%	14.3%
	General handyman	n	187	51	17	44	33	42
		%	4.9%	5.3%	3.2%	5.5%	4.0%	5.9%
	Skilled tradesperson	n	438	91	58	107	81	101
		%	11.4%	9.4%	11.1%	13.4%	9.7%	14.5%
	General contractor	n	459	106	65	125	96	68
		%	12.0%	10.9%	12.3%	15.6%	11.4%	9.7%
	Architect/ Engineer	n	17	5	2	3	3	4
		%	.4%	.5%	.5%	.4%	.3%	.5%
	Someone else	n	106	28	12	25	23	19
		%	2.8%	2.9%	2.2%	3.1%	2.7%	2.7%
	Don't Know/Refused	n	97	21	10	23	27	16
		%	2.5%	2.2%	1.9%	2.8%	3.2%	2.3%
Total	N		3831	970	524	801	836	699
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=Owners intending to renovate] [Data are weighted]

Circumstances under which consider renovating by Household Income

Inducements		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Change in hhold financial situation	n	468	146	87	59	30	24
	%	12.7%	16.6%	12.8%	12.7%	12.8%	7.1%
Change in household job situation	n	20	4	2	5	3	3
	%	.5%	.4%	.3%	1.0%	1.3%	1.0%
Thinking of selling home	n	59	11	15	6	5	3
	%	1.6%	1.2%	2.1%	1.3%	2.2%	.9%
Bought an older home	n	21	6	2	3	1	6
	%	.6%	.6%	.3%	.6%	.3%	1.9%
Deterioration of existing home	n	422	92	89	66	39	44
	%	11.5%	10.4%	13.0%	14.2%	17.1%	13.1%
Develop health/mobility problems	n	21	6	5	2		2
	%	.6%	.7%	.7%	.4%		.6%
Want to change style of existing home	n	113	22	26	18	11	11
	%	3.1%	2.6%	3.8%	3.9%	4.7%	3.2%
Kids moved back/moved away	n	31	9	6	1	4	5
	%	.9%	1.0%	.9%	.3%	1.6%	1.4%
Nothing/Like my existing home	n	1490	347	268	149	90	140
	%	40.6%	39.5%	39.5%	32.3%	38.9%	42.2%
Disaster	n	250	57	50	39	12	30
	%	6.8%	6.4%	7.4%	8.5%	5.3%	9.1%
Increase in household size	n	28	5	5	7	1	3
	%	.8%	.6%	.7%	1.5%	.3%	1.0%
Home needs to be older/too new	n	123	21	38	15	3	14
	%	3.3%	2.4%	5.6%	3.2%	1.5%	4.1%
Already done/Don't need	n	155	21	39	29	7	12
	%	4.2%	2.4%	5.8%	6.3%	3.0%	3.6%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which consider renovating by Household Income (Continued...)

Inducements		Overall	Total household income				
			$40,000 or less	$40,000 - 60,000	$60,000 - 80,000	$80,000 - 100,000	$100,000 or more
Don't want to/No intentions	n	90	26	14	11	3	7
	%	2.5%	3.0%	2.0%	2.4%	1.5%	2.1%
Miscellaneous	n	42	10	8	7	3	6
	%	1.1%	1.1%	1.2%	1.4%	1.3%	1.7%
Don't Know/Refused	n	473	126	63	59	25	44
	%	12.9%	14.3%	9.3%	12.7%	11.0%	13.1%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating by Household size

Inducements		Overall	Household size			
			1 person	2	3	4 or more
Change in hhold financial situation	n	468	89	120	87	162
	%	12.7%	13.7%	9.4%	14.5%	15.2%
Change in household job situation	n	20		5	4	9
	%	.5%		.4%	.7%	.9%
Thinking of selling home	n	59	21	15	14	8
	%	1.6%	3.3%	1.2%	2.4%	.8%
Bought an older home	n	21	1	9	2	10
	%	.6%	.2%	.7%	.3%	.9%
Deterioration of existing home	n	422	55	152	76	131
	%	11.5%	8.5%	11.9%	12.6%	12.3%
Develop health/mobility problems	n	21	4	13		4
	%	.6%	.6%	1.0%		.3%
Want to change style of existing home	n	113	14	43	16	38
	%	3.1%	2.2%	3.4%	2.7%	3.6%
Kids moved back/moved away	n	31	2	12	5	12
	%	.9%	.3%	1.0%	.9%	1.2%
Nothing/Like my existing home	n	1490	276	544	247	389
	%	40.6%	42.6%	42.6%	41.0%	36.6%
Disaster	n	250	47	90	49	60
	%	6.8%	7.2%	7.1%	8.1%	5.7%
Increase in household size	n	28	1	6	7	13
	%	.8%	.2%	.5%	1.2%	1.2%
Home needs to be older/too new	n	123	17	46	27	32
	%	3.3%	2.7%	3.6%	4.5%	3.0%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which consider renovating by Household size (Continued...)

Inducements		Overall	Household size			
			1 person	2	3	4 or more
Already done/Don't need	n	155	22	61	22	47
	%	4.2%	3.5%	4.8%	3.6%	4.4%
Don't want to/No intentions	n	90	27	30	11	20
	%	2.5%	4.2%	2.4%	1.8%	1.9%
Miscellaneous	n	42	9	15	6	12
	%	1.1%	1.4%	1.1%	1.0%	1.1%
Don't Know/Refused	n	473	78	159	61	157
	%	12.9%	12.0%	12.4%	10.2%	14.8%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating by Current residence of respondent

Inducements		Overall	Area of Canada				
			Halifax	Montréal	Toronto	Calgary	Vancouver
Change in hhold financial situation	n	468	84	97	95	103	90
	%	12.7%	14.7%	12.8%	13.6%	12.5%	10.9%
Change in household job situation	n	20	3		7	4	6
	%	.5%	.5%		1.0%	.5%	.7%
Thinking of selling home	n	59	6	12	5	17	19
	%	1.6%	1.1%	1.6%	.7%	2.0%	2.3%
Bought an older home	n	21	0		4	4	13
	%	.6%	.1%		.5%	.5%	1.6%
Deterioration of existing home	n	422	67	77	85	95	97
	%	11.5%	11.8%	10.2%	12.3%	11.6%	11.7%
Develop health/mobility problems	n	21	5	2	4	3	8
	%	.6%	.8%	.3%	.5%	.3%	.9%
Want to change style of existing home	n	113	22	22	23	23	23
	%	3.1%	3.8%	2.9%	3.3%	2.8%	2.8%
Kids moved back/moved away	n	31	2	8	13	1	7
	%	.9%	.4%	1.0%	1.8%	.2%	.9%
Nothing/Like my existing home	n	1490	207	412	258	326	288
	%	40.6%	36.3%	54.3%	37.0%	39.6%	34.9%
Disaster	n	250	47	17	65	60	61
	%	6.8%	8.2%	2.2%	9.4%	7.3%	7.4%
Increase in household size	n	28	7	1	9	7	5
	%	.8%	1.2%	.1%	1.3%	.8%	.6%
Home needs to be older/too new	n	123	19	12	22	39	30
	%	3.3%	3.4%	1.6%	3.1%	4.8%	3.7%
Already done/Don't need	n	155	19	38	29	35	33
	%	4.2%	3.3%	5.1%	4.2%	4.2%	4.1%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which consider renovating by Current residence of respondent (Continued...)

Inducements		Overall	Area of Canada				
			Halifax	Montréal	Toronto	Calgary	Vancouver
Don't want to/No intentions	n	90	12	10	16	25	27
	%	2.5%	2.1%	1.3%	2.3%	3.1%	3.3%
Miscellaneous	n	42	1	15	4	8	14
	%	1.1%	.1%	2.0%	.6%	1.0%	1.7%
Don't Know/Refused	n	473	93	58	98	100	127
	%	12.9%	16.2%	7.4%	14.0%	12.2%	15.4%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted